APRIL 30, 1956

35c PER COPY

BROADCASTING
TELECASTING

COMPLETE INDEX
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25TH year

52 NEWSWEEKLY
OF RADIO AND TV

Now our story is stronger than ever!

More Viewers Per Rating Point!

Another station has begun telecasting in the rich market of Richmond, Petersburg and Central Virginia. We welcome it and wish it luck. This change points up more clearly than ever the *overwhelming dominance of WXEX-TV*. Let's see where we stand:

WXEX-TV, basic NBC-TV station in the Richmond area, has *maximum power*—316 KW. That's *dominance!*

WXEX-TV has *maximum tower height* — 1049 ft. above sea level and 943 ft. above average terrain—over 100 ft. higher than any competitor. That's *dominance!*

Because its unique tower location carries its maximum power to heavily populated communities that no other tv station in this market can reach, WXEX-TV *delivers more viewers per rating point.* That's *dominance!* That's *payoff!* That's *your best buy—by far!*

DOMINANT

in Richmond, Petersburg & Central Virginia

WXEX-TV

Tom Tinsley, *President* **CHANNEL 8** Irvin G. Abeloff, *Vice President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

" . . . and when you add the mazulwith it's easy to see that the Plumberthing dominates the Rengpoosh-bafflewode!"

In a comedy skit, double talk is funny . . . but in a sales pitch it's childish! At WTRF-TV we believe in plain FACTS; we don't like double talk! To set the record straight, here are those facts:

(1) The Wheeling Metropolitan Market (defined by the U. S. Department of Commerce, and not someone's random decision as to what counties should be included) consists of six counties. WTRF-TV serves the rich tri-state counties where there are 416,210 families of 1,409,300 people, owning 307,400 television sets.

(2) The annual spendable income of the people in this market is $1,973,985,000—almost *two billion dollars;* and this is on the way UP . . . with the tremendous industrial growth SOUTH of Wheeling.

(3) By every accepted method of audience measurement in this market—and not just in the counties where we *think* we dominate—WTRF-TV is the most watched station every day, every week, every month.

(4) Only WTRF-TV can offer outstanding promotional and merchandising assistance and back it up with a record of proof like ours! During the past two years, we have won SIX NATIONAL FIRST PLACE prizes; the latest is the "Billboard" award—First Place for the Best Network Program Promotion—in the 18th Annual Competition.

Winner of 1st Prize in Billboard Magazine's 18th Annual Awards for Best Network Station Promotion

So, there are a few basic facts without malapropisms . . . without distortion . . . without *double talk.* For more unadulterated facts about the market, availabilities, etc., see Hollingbery, or call Robert Ferguson V.P. or Needham Smith, Sales Manager, at Wheeling 1177.

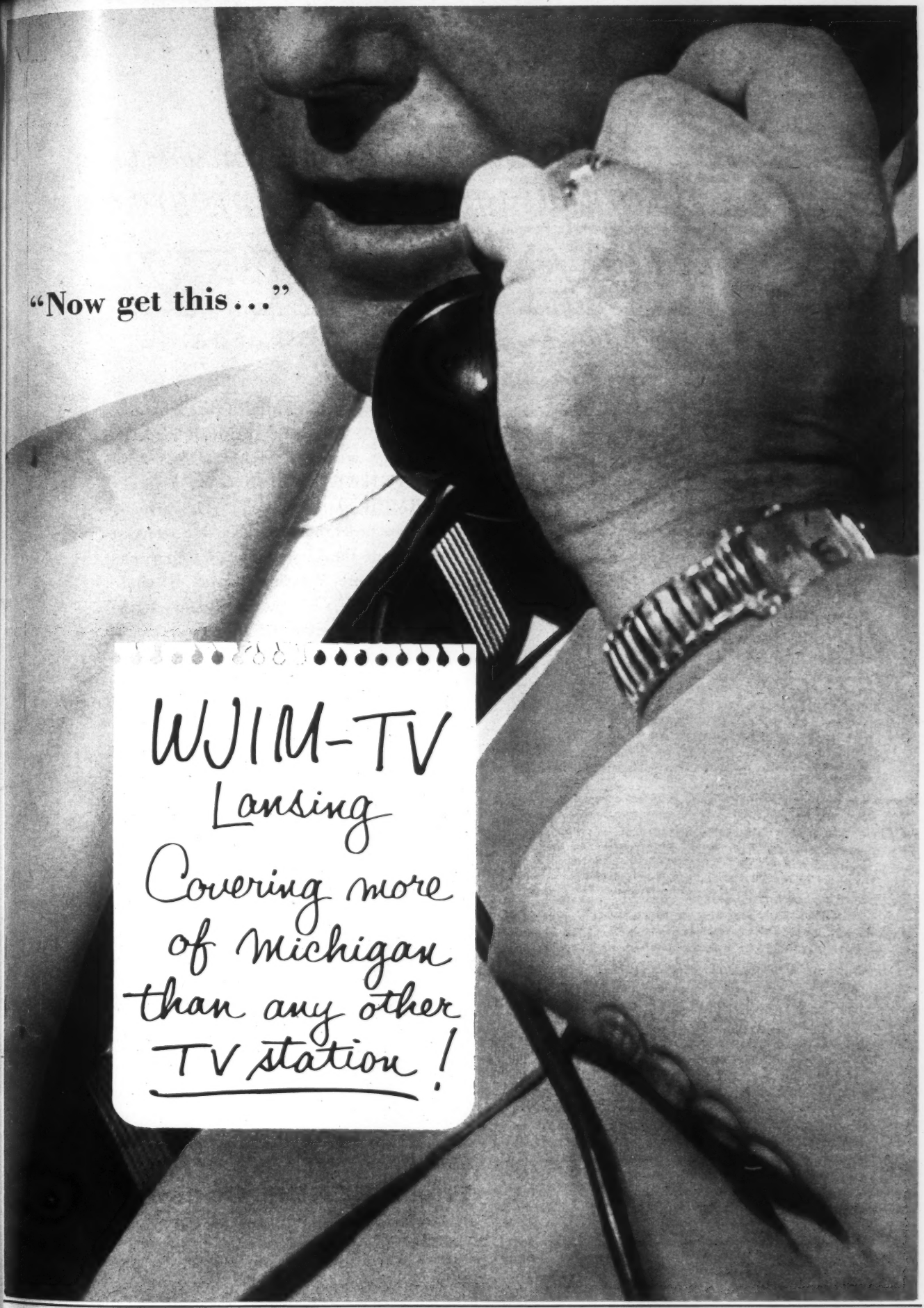
NBC

wtrf-tv NBC

WHEELING 7, WEST VIRGINIA

316,000 WATTS

CHANNEL 7



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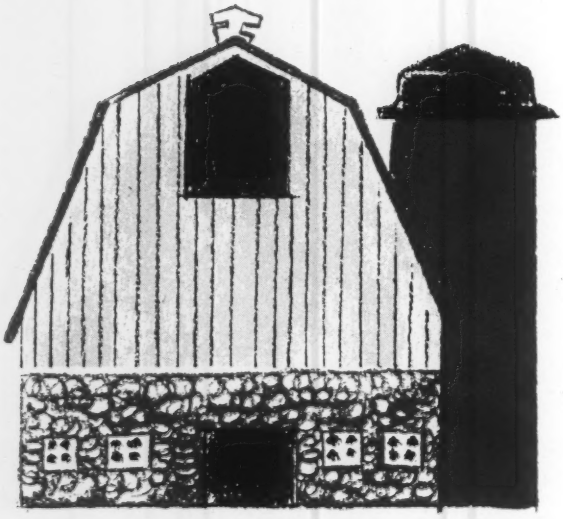
serving its many communities through agricultural programs

WGAL-TV

Lancaster, Penna. NBC and CBS



FARM NEWS AND WEATHER 6:45–7:00 a.m. weekdays
Latest news pertaining to agriculture, on the national, regional, and local scene; market reports; summary of livestock activity throughout nation; farm product prices; as well as complete immediate and extended weather forecasts.

TELEVISION FARMER 12:00 noon–12:15 p.m. weekdays
Programs include numerous farm-affiliated organizations and agricultural experts on specific days.

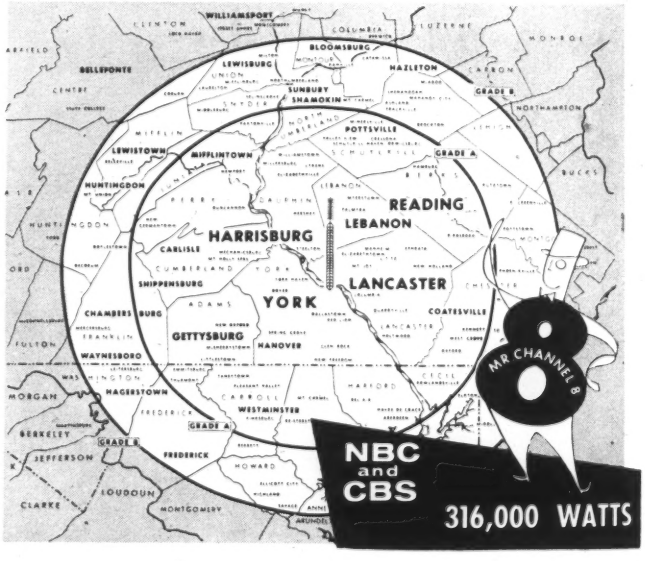
Monday	Livestock
Tuesday	Crops
Wednesday	Soil
Thursday	Practical Homemaking
Friday	Marketing

Program **NOT** available for sponsorship.

STEINMAN STATION
Clair McCollough, Pres.

Day after day, FARMERS throughout the WGAL-TV Channel 8 area have made it a habit to watch FARM NEWS AND WEATHER at 6:45 a.m. and TV FARMER at 12:00 noon. The diversity of these programs is largely due to assistance from the United States Department of Agriculture, Weather Bureau, 4H Clubs, Future Farmers of America, County Extension Agents, Granges and Poultry and Dairy Associations, among others.

CHANNEL 8 MULTI-CITY MARKET



Representative:

The MEEKER Company, Inc.

New York Chicago Los Angeles San Francisco

closed circuit®

TABLE TALK • Tentative table of allocations for tv contemplating deintermixture at selected points but not on nationwide "across-the-board" basis was considered by FCC last Friday and sent to staff for modification. Action regarded as first sign of "progress" over what to do about vexatious problem. Presumably plan contemplates taking into account those areas to which vhf channels have been allotted but not yet assigned to licensees as likely areas to deintermix either way. FCC will consider table again at meeting this week. One thing was evident: Divergent views have been narrowed where majority recognizes necessity for action. Proposal for prompt hearing to determine deintermixture procedure was rejected at Tuesday session but it was agreed that rulemaking must be undertaken in each individual case.

B•T

AUTHORS of bills calling for FCC revision of multiple ownership rules to permit any number of stations to be owned by one person provided no more than 25% of population lies within coverage area of these outlets (see story page 29) overlooked one thing: one Class 1-A clear channel radio station in population-dense northeast, embracing normal 750 mile radius could very easily encompass more than 25% of people. This would mean that such entities could no longer own even that one station, if terms of bills interpreted literally. It would depend on whether bills' authors meant primary service or full, secondary coverage of clear channels.

B•T

BRICKER'S BOMB • Top network brass, along with counsel, are analyzing explosive monopoly report released by Sen. John W. Bricker (R-Ohio), with likelihood that definitive responses will issue this week (story page 27). Concern was evinced over fact that report used hitherto confidential figures supplied by licensees to FCC for compilation of its annual statistics and with understanding that such data was not to be used to disclose identity of individual entities. Fact that former FCC Comr. Robert F. Jones was counsel for Senate Commerce Committee at time this data was collected and when Sen. Bricker was chairman, was labelled significant.

B•T

OBSERVERS saw in Bricker monopoly report what was regarded as strong "common carrier" overtones. Report deals heavily with ratio of profit to investment. That's formula used in public utility regulation rather than in broadcast operations which, under statute, are specifically precluded from common carrier concept. Fact that Sen. Bricker was one-time member of Ohio Public Utilities Commission and that former FCC Comr. Jones also had public utility approach seen as responsible for this tack in report.

GOOD FOR GENERAL MOTORS? • There's chance that first networking of new Ampex tv recorder will present President Eisenhower over General Motors closed circuit session scheduled May 16. White House has shown deep interest in device since news secretary James C. Hagerty inspected it at NARTB convention fortnight ago. One problem in General Motors project is fact that flaws in prototype recorder would be exaggerated on large theatrical screens used for closed circuit conventions.

B•T

AT THIS stage it appears there's only slight chance that Ampex recorder will be used at August political conventions. Even if delivery were possible by that time, it's believed network technicians would prefer not to use device publicly until they have considerable experience with its operation. Ampex, incidentally, will cooperate with Minnesota Mining & Mfg. Co. in providing free audio tape recording service to all newsmen at political conventions. Ampex will provide recording facilities and MM&M will furnish tape.

B•T

WEBSTER'S JOBS • Importance of newly created Telecommunications Advisory Board to function under White House reflected in selection by FCC of Comr. E. M. Webster to be its representative on board. Creation of board was announced April 23 by Arthur S. Flemming, director of Office of Defense Mobilization, to advise on effective use of telecommunications in overall government communications activities.

B•T

RE NEW TAB, it's presumed that should Comr. Webster retire June 30 from FCC when his term expires, he will be succeeded on TAB by his likely successor on FCC—T. A. M. Craven, consulting engineer and former member of FCC—whose nomination by President Eisenhower is expected to go to Senate shortly [B•T, April 16-23]. Nomination is subject to Senate confirmation. While several other Democrats reportedly are seeking endorsement for Webster post, it was regarded as practically certain last week that Craven appointment had been cleared and awaited only formality of nomination (story page 80).

B•T

BILLING BOOSTS • With first quarter gross billing figure in, ABC-TV pencilweilders are finding fat percentage computations based on $19,504,184 said to have been racked up by network for three month period. Total is 106% greater than all of ABC-TV's gross billing in 1952; 92% of 1953's total gross; 56% of 1954's total gross; 38% of last year's total gross. First quarter total for ABC-TV last year amounted to $11,092,316 gross, making network 73.4% ahead this year.

THAT "substantial payment" which FCC Comr. Robert E. Lee received from Look *for his March 20 article advocating trial for subscription tv was $1500, about standard price for piece of that length. Abe Stark, New York City Council president, in testimony before Senate committee last week, alleged this made Comr. Lee avowed "propagandist" for toll tv but Acting Chairman Pastore (D-R.I.) pointed out law permits members to accept payment for papers, speeches, articles (story page 63).*

B•T

TV EVALUATION • Sidelight to cooling off of former hot issue of tv selling power for durable goods, fired by Pittsburgh speech of Ernest F. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich. [B•T, April 2 *et seq.*]: Agency soon will make presentation on evaluation of tv as medium for its client, Pontiac Motor Div. of General Motors, which is dropping *Playwrights '56*, ill-fated alternate-week hour-long dramatic series on NBC-TV which butted against *$64,000 Question* on CBS-TV in its last half hour. Among other things to be considered: flexibility of sponsoring syndicated film in selected markets on spot basis.

B•T

FORMAL announcement shortly will be made of appointment of Paul H. Raymer Co. as exclusive national representatives of WFFH-TV Wilmington-Philadelphia, effective May 1. Paul F. Harron, president-general manager, and Paul Raymer conferred in Philadelphia last Tuesday.

B•T

DIRECT CONNECTION • With recent resignation of I. E. (Chick) Showerman as vice president-general manager of WISN-AM-TV Milwaukee, Harry Goodwin, director of radio, and John B. Soell, director of tv, now report directly to D. L. (Tony) Provost, Hearst Corp. vice president in charge of broadcast operations. Mr. Showerman, former NBC vice president in charge of Central Division activities, joined Hearst Milwaukee operations last year. He has not announced further plans.

B•T

ROY THOMSON, part owner of CKWS-TV Kingston, Ont., and CHEX-TV Peterborough, Ont., expects to be awarded contract early in May by Independent Television Authority, London, England, for commercial television station at Edinburgh, Scotland. This is only commercial tv station planned for Scotland. Mr. Thomson owns chain of Canadian daily newspapers as well as St. Petersburg, Florida Independent, *and Edinburg* Scotsman. Weekly Scotsman *and* Dispatch. *Until he recently transferred ownership to his children he owned CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, Ont.*

KTHV

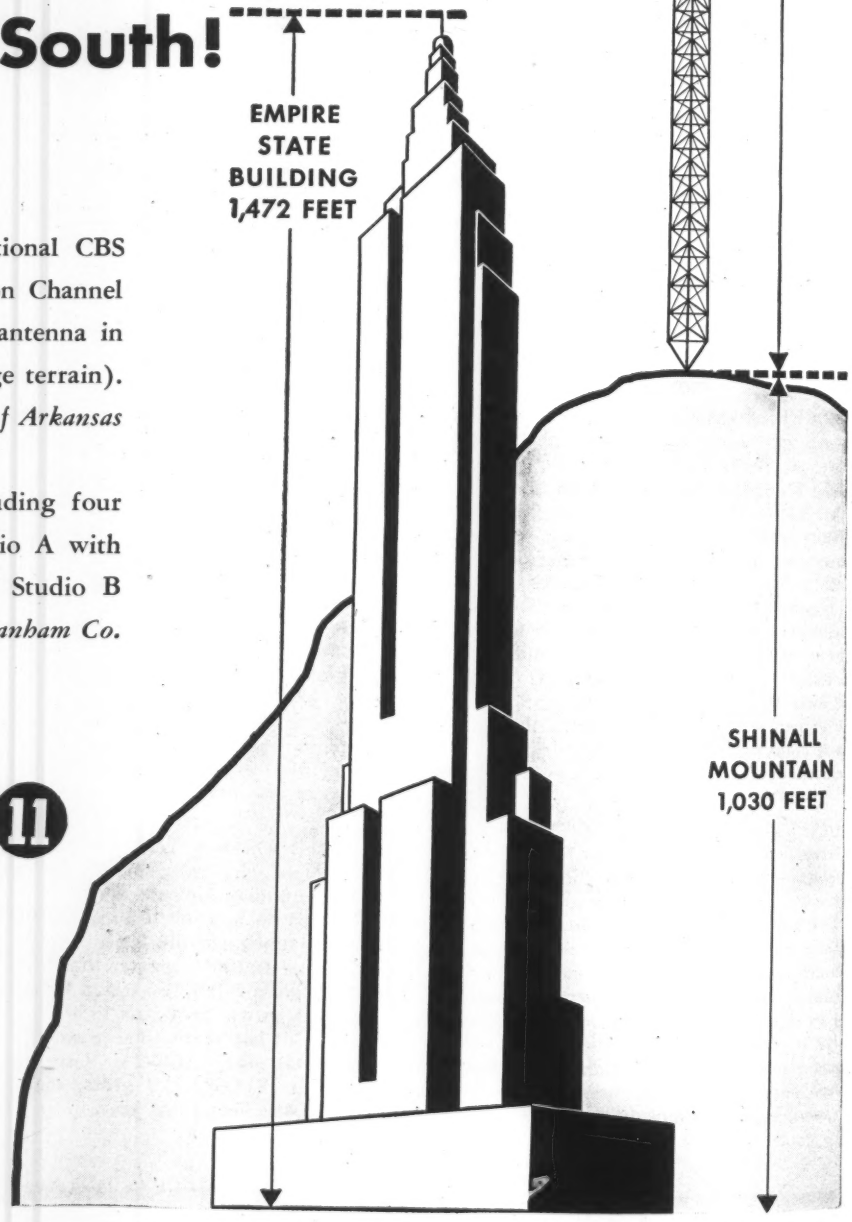
CHANNEL 11
LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!

KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*



316,000 Watts . . . Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

at deadline

ADVERTISER ASKS AGENCIES TO TAKE FRESH LOOK AT COMPENSATION SYSTEM

PLEA for fresh look at commission method of compensating advertising agencies was made to American Assn. of Advertising Agencies convention by Edwin W. Ebel, chairman of Assn. of National Advertisers, in speech made public Friday.

Robert D. Holbrook of Compton Adv., newly elected AAAA chairman, responded promptly that AAAA's Advertiser Relations Committee has been working on this subject for past year and promised "action." He said entire committee will be convened in New York early next month.

Speaking at closed session which opened AAAA annual meeting (early story page 31), Mr. Ebel, who is General Foods Corp.'s advertising and consumer relations vice president, said feeling is growing among some ANA members that great transition has taken place in agency's function. He said:

"The agency—instead of being a vendor for the medium owner—is now a confidential advisor to the manufacturer, with access to his sales figures, profit figures and future plans. This is a relationship between agency and advertiser—not between agency and media . . . So the advertiser should be the one to determine the worth of advertising agency services . . . But in any case, the agencies must have confidence in the clients' wish to compensate them fully and fairly for the work they do."

Mr. Ebel called for calm, intelligent, objective, businesslike inquiry into whole commission system. "Now what the agencies must do," he said, "is largely a matter of expressing their open-mindedness on this subject of compensation."

AAAA chairman Holbrook replied: "It always has been the aim of all the officers of the AAAA to approach our important business matters with open-mindedness. No subject can be of such continuing and far reaching importance to all our members as the subject of compensation methods. The vigorous and thorough inquiry into all phases of this subject will be the primary assignment of this committee.

"We have, of course, studied this subject continuously, completely apart from any other discussion that may have stemmed from the recent consent decree signed by AAAA."

Mr. Holbrook said Harry Harding, Young & Rubicam, New York, and William Marsteller, of Marsteller, Rickard, Gebhardt & Reed, Chicago, had been named chairman and vice chairman, respectively, of AAAA advertiser relations committee.

Stanton Returns Fire, Denies CBS Monopoly

SEARING BLAST at Sen. John W. Bricker's report charging network domination of tv was issued late Friday by Frank Stanton, CBS president. To prove CBS has no monopoly in tv, Dr. Stanton cited these facts: network owns less than 1% of all tv stations, gets only 3.2% of total national advertising dollar and about 20% of tv advertising dollar, its programs occupy less than 17% of all broadcasting hours, and network engages in intense competition not only with other networks but also with all other national media.

Bricker report (see page 27) compared CBS and NBC profits before taxes to capital investment in physical facilities. Dr. Stanton said such comparison was "inaccurate" since creative investments far exceed money tied up in plant. In 1952, he said, CBS invested $53.1 million in tv networking "without earning a penny in profit." In 1954 CBS-TV profits after taxes were only 4.6% of sales. Some 3,000 leading U. S. companies averaged 6.1% of sales as profits, he said.

Dr. Stanton said he would appear at forthcoming hearings to "address myself to each of the issues which Sen. Bricker has now raised. At that time the facts will establish that CBS is not monopolistic . . . that it has no 'economic stranglehold' on the industry."

WAAB Sold for $188,000

SALE of WAAB Worcester, Mass., for $188,000 by George Wilson to Bernie Waterman, former general manager of WMAY Springfield, Ill., was announced Friday by station broker Blackburn-Hamilton. Mr. Wilson is retaining his construction permit for WAAB-TV, ch. 20.

WHTN-AM-FM-TV Bought By Cowles for $635,000

PURCHASE of WHTN-AM-FM-TV Huntington, W. Va., for approximately $635,000 by Cowles Broadcasting Co. was announced Friday, subject to customary FCC approval. Acquisition was from Sol J. Hyman and family, which owns Greater Huntington Theatre Corp.

Cowles, which owns or holds interests in four other television and three radio properties, would pay $535,000 for stations, plus assumption of $100,000 long-term debt. Transaction was handled by Robert E. Grant of Kidder, Peabody & Co., with Mr. Hyman and Gen. Luther L. Hill, president, and Robert Tincher, vice president of Cowles Broadcasting Co.

Mr. Hyman, it is understood, would continue identity with stations. No changes in staff, under general management of Fred Weber, are planned.

Ch. 13 WHTN-TV, using maximum 316 kw, began operation in October 1955, is affiliated with ABC-TV. WHTN, on 800 kc with 1 kw daytime, began in 1947 and is MBS affiliate Edward Petry & Co. represents tv outlet.

Cowles stations are KRNT Des Moines, KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D., owned and operated by Cowles Broadcasting Co.; KRNT-TV Des Moines, owned and operated by KRNT-TV Co. (60% by Cowles Broadcasting Co., 40% by Murphy Broadcasting Co.); WCCO-AM-TV Minneapolis-St. Paul (47% owned through *Minneapolis Star & Tribune*); KTVH-TV Hutchinson-Wichita, Kan. (80% owned through Minneapolis Star & Tribune Co.). In addition, Cowles properties include Des Moines *Register & Tribune*, *Look* magazine and *Minneapolis Star & Tribune*.

• BUSINESS BRIEFLY

DREFT TESTING • Procter & Gamble, Cincinnati, for Pink Dreft, planning saturation radio spot announcement test campaign to start May 14 for four weeks in number of markets. Dancer-Fitzgerald-Sample, N. Y., is agency.

RADIO BACKS TV • American Motors Corp., Detroit, through Geyer Adv., N. Y., launching one week, 120-market radio spot campaign, starting May 7, to back up its "Name the Construction Contest," currently publicized on ABC-TV's *Disneyland*.

LOTION PLANNING • Douglas Labs (Coppertone suntan lotion), Miami, Fla., reportedly planning extensive national spot radio campaign during summer months, running June 15-Aug. 5. Agency: Grant Adv., Miami.

BREAD BUYS • To introduce new product, Profile Bread, Continental Baking Co., N. Y., will use radio and television spot announcement campaign. Television schedule starts on various dates in May in about dozen markets; radio spots will run on about 25 to 30 stations for seven weeks. Ted Bates & Co., N. Y., is agency.

SCOTT SCHEDULE • Scott Paper Co. (Waldorf tissue), Chester, Pa., launching two-month radio spot campaign at end of May, beginning with two markets and expanding to about 10. Agency: J. Walter Thompson Co., N. Y.

TO DROP, PICK UP • Pharmaceuticals Inc. (Geritol, Niron, Zarium, RDX) expected effective June 19 to drop *Guy Lombardo Diamond Jubilee* on CBS-TV (Tues., 9-9:30 p.m. EDT), replacing show with *Joe & Mabel* film series which network has had available since beginning of this season. Edward Kletter Assoc., N. Y., is agency.

TIME BLUES • Speidel (watchbands), alternate-week sponsor of *Big Surprise* on NBC-TV (Sat., 7:30-8 p.m. NYT), reportedly unhappy with time period, is understood talking to CBS-TV on possible switch to that network in fall. Agency: Norman, Craig & Kummell, N. Y.

PALL MALL IN LINE • American Cigar & Cigarette Co. (Pall Mall), N. Y., understood about to sign alternate sponsorship of new Buddy Hackett show, produced by Max Liebman (Mon., 8:30-9 p.m. NYT on NBC-TV), starting in fall. First half-hour vacated by hour-long Sid Caesar show, which is moving to Saturday night, probably will be filled by *Sir Lancelot* series. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency for Pall Mall.

BRECK INTERESTED • John Breck (hair shampoo), through H. B. Humphrey, Alley & Richards, Boston, reportedly interested in portion of *Omnibus*, which will start at 9 p.m. Sundays on ABC-TV, instead of previously announced 9:30 p.m. Length of show may be extended from 26 weeks to 39 weeks.

There Can be Only **ONE** *Leader...*
In Central New York it's

WHEN-TV

February Figures

QUARTER HOUR FIRSTS					
PULSE	WHEN-TV	179	ARB	WHEN-TV	201
	Competition	100		Competition	92
	Ties	5		Ties	1

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Herald Corp. Wins Grant For Omaha V; KFAB Denied

FCC Friday awarded ch. 7 Omaha, Neb., to Herald Corp. (World Publishing Co.-*Omaha World Herald*), and denied competing application of KFAB that city. Commission action (5 to 0, Comrs. Bartley and Mack abstaining) affirms FCC hearing examiner's initial decision [B•T, April 11, 1955].

Commission preferred Herald in areas of local residence, civic participation, diversification of its principals' business interests and diversification of mass communications media. KFAB (47% owned by Journal-Star Printing Co.-*Lincoln*, Neb., *Morning Star, Evening Journal*) was found superior in broadcast experience and integration of ownership and management.

Neither applicant was found to possess greater media concentration in Omaha area, but in "total mass communications ownerships," KFAB's interests weighed against it, FCC ruled. Outside interests held by KFAB stockholders, FCC found, related station to 10 midwestern publishing firms as well as WIBA-AM-FM Madison, Wis.; KGLO-AM-FM-TV Mason City, Iowa, and WTAD-AM-FM, KHQA-TV Quincy, Ill. Although these interests were found not "strong," FCC said its policy is to diversify media ownership "where public interest will not be disserved by so diversifying them."

Jerrold Plugs Cable System For Subscription Tv Use

JERROLD Electronics Corp. Friday asked Senate Commerce Committee, in its hearings on pay tv (see page 63), to let subscription proponents try their system—just to show that their "scrambled broadcast technique" is technically and economically unsound and will fail.

Jerrold, represented by Zalmon Garfield, assistant to President Milton J. Shapp, advocated instead that pay tv system be inaugurated using firm's Cable Theatre system—modification of community antenna system in which live or filmed programs would be brought to communities by coaxial cable and piped to tv sets in homes.

W. Theodore Pierson, Zenith counsel, in rebuttal Friday on behalf of proponents of pay tv, said CBS Vice President Richard Salant's Thursday testimony—that pay tv would result in "siphoning" of network shows to toll tv and consequent "blackout" of free tv—are based on "*a priori* assumptions that are ridiculous."

If CBS-TV's *Ed Sullivan Show* were to move to pay tv, he said, NBC-TV's *Comedy Hour*, in same time slot, would be in better competing position than now because people would have to pay for *Sullivan* while they got *Comedy Hour* without paying. Any presently sponsored tv show that moved to toll tv would face "toughest competition" from tv network opposite numbers, Mr. Pierson said.

Zenith counsel said CBS vigorously opposed FCC's Chain Broadcasting Regulations, though latter were followed by "most prosperous period" industry ever enjoyed, even for CBS. He said CBS Plans I & II in allocations rulemaking would dump uhf and preserve one of most effective "blackouts" with 75% of 1,400 communities blacked out. As for "siphoning," CBS, NBC and ABC siphoned 54% of tv revenues in 1954, he added.

ABC submitted statement for record saying Communications Act gives FCC no authority to authorize pay tv; that Congress' intent not clear and that body should "assert its jurisdiction" on question. With pay tv, free broadcasting on public airwaves would "deteriorate, if not disappear," ABC said. Network said there is "no concept in our theory of free enterprise which bestows a 'right to try' any and all schemes for the exploitation of *public* property."

FTC Rules That It Has Insurance Jurisdiction

FEDERAL Trade Commission ruled Friday, 3 to 2, that it has jurisdiction over advertising of health and accident insurance in interstate commerce. FTC launched national investigation of this type of insurance in 1954 and filed complaints against 41 companies, including the largest health and accident insurers, commission reported.

Five of 41 accepted consent orders to stop complained of advertising; other 36 have contended commission lacked jurisdiction because of federal laws. McCarran-Ferguson Insurance Regulation Act, passed by Congress in 1945, commission minority (Chmn. John W. Gwynne, Comr. Lowell B. Mason) declared, was intended to leave jurisdiction over insurance to each state as soon as it had necessary legislation. Majority opinion (Comrs. William C. Kern, Robert T. Secrest and Sigurd Anderson) was that act was simply designed to permit traditional state regulation of insurance.

Proposed trade practice rules for insurance business are to be discussed by FTC today (Mon.) (see story page 78).

WICC Quits Yankee, Mutual

ASSOCIATION of 25 years of WICC Bridgeport, Conn., with Yankee Network and Mutual to terminate May 23, to "bring to reality a long-developed program to operate entirely as an independent station locally originated 24 hours a day," Philip Merryman, president, Bridgeport Broadcasting Co., which purchased outlet in 1952, was to announce yesterday (Sun.). Mr. Merryman reported WICC will replace network programs, about two hours daily, with newscasts, weather reports and other service programs not as yet detailed.

UPCOMING

April 29-May 4: Society of Motion Picture-Television Engineers, spring convention, Hotel Statler, New York.

May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.

(For other Upcomings, see page 113)

PEOPLE

FRANK OXARART, executive vice president and 26.6% owner of Continental Telecasting Corp. and manager of Continental's KRKD Los Angeles, has been elected vice president and treasurer of Albert Zugsmith Corp., west coast station-newspaper broker.

DONALD C. CUTLER, formerly vice president and account supervisor at Lynn Baker Inc., N. Y., to Erwin, Wasey & Co., Los Angeles, as account executive on Friskies pet foods (Albers Milling Co.) account.

HAL RANCK, 52, merchandising-advertising director of Hygrade Food Products Corp. (meat products), Detroit, and staunch radio booster, died in Los Angeles early Friday while on west coast business trip. Mr. Ranck had been with Hygrade about five years (since it absorbed Kingan) and previously was with Oscar Mayer & Co. and *American Weekly* in Chicago.

KEN MURRAY, veteran entertainer, signed by NBC-TV last week to one-year contract with options as executive producer. Contract, which has options for two more years, becomes effective Sept. 16.

Triangle Pays $2.8 Million In Cash, Time for Films

SALES of 742 films of *Movietime, U. S. A.* package for three Triangle tv stations for estimated $2,850,000 was to be announced jointly today (Mon.) by Roger W. Clipp, general manager of radio-tv division of Triangle Publications Inc., and Matthew M. Fox, general manager of C & C Super Television Corp.

Transaction covers use of films by three stations for 10 years. It is understood that Triangle will pay C & C Super Tv $1,850,000 in cash and $1 million in spot time on stations —WFIL-TV Philadelphia, WNBF-TV Binghamton and WFBG-TV Altoona, Pa.

WESH-TV Purchase Approved

FCC granted approval Friday to purchase of control of ch. 2 WESH-TV Daytona Beach, Fla., from W. Wright Esch and associates to WCOA Inc. (WCOA Pensacola — John H. Perry interests). Purchase price was $5,000 plus loan of $150,000. Perry interests own WJHP-AM-FM-TV Jacksonville, WTMC Ocala and WDLP Panama City and 40% of WNDB-AM-FM Daytona Beach, all Florida, and daily and weekly newspapers in that state. Transfer involves 496 shares out of 500 outstanding to WCOA Inc. FCC Comr. Robert T. Bartley dissented to the grant. Meanwhile, appeal by Theodore Granik and William H. Cook against Mr. Esch, on ground he failed to live up to contract to sell WMFJ and WESH-TV to them, scheduled to be argued Thursday in U. S. Court of Appeals in Washington.

Files for Great Falls V

APPLICATION filed with FCC Friday for ch. 3 at Great Falls, Mont. Applicant, Cascade Broadcasting Co. (Robert R., Francis N. Laird), plans 0.119 kw visual power, antenna 235 ft. above average terrain. Construction costs are estimated at $23,000, first year operation, $54,000, with $60,000 expected first year revenue. Francis Laird, son of Robert R., is chief engineer at KVEC-AM-TV San Luis Obispo, Calif., Great Falls now has one operating tv—ch. 5 KFBB-TV.

the week in brief

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*Reg. U. S. Patent Office

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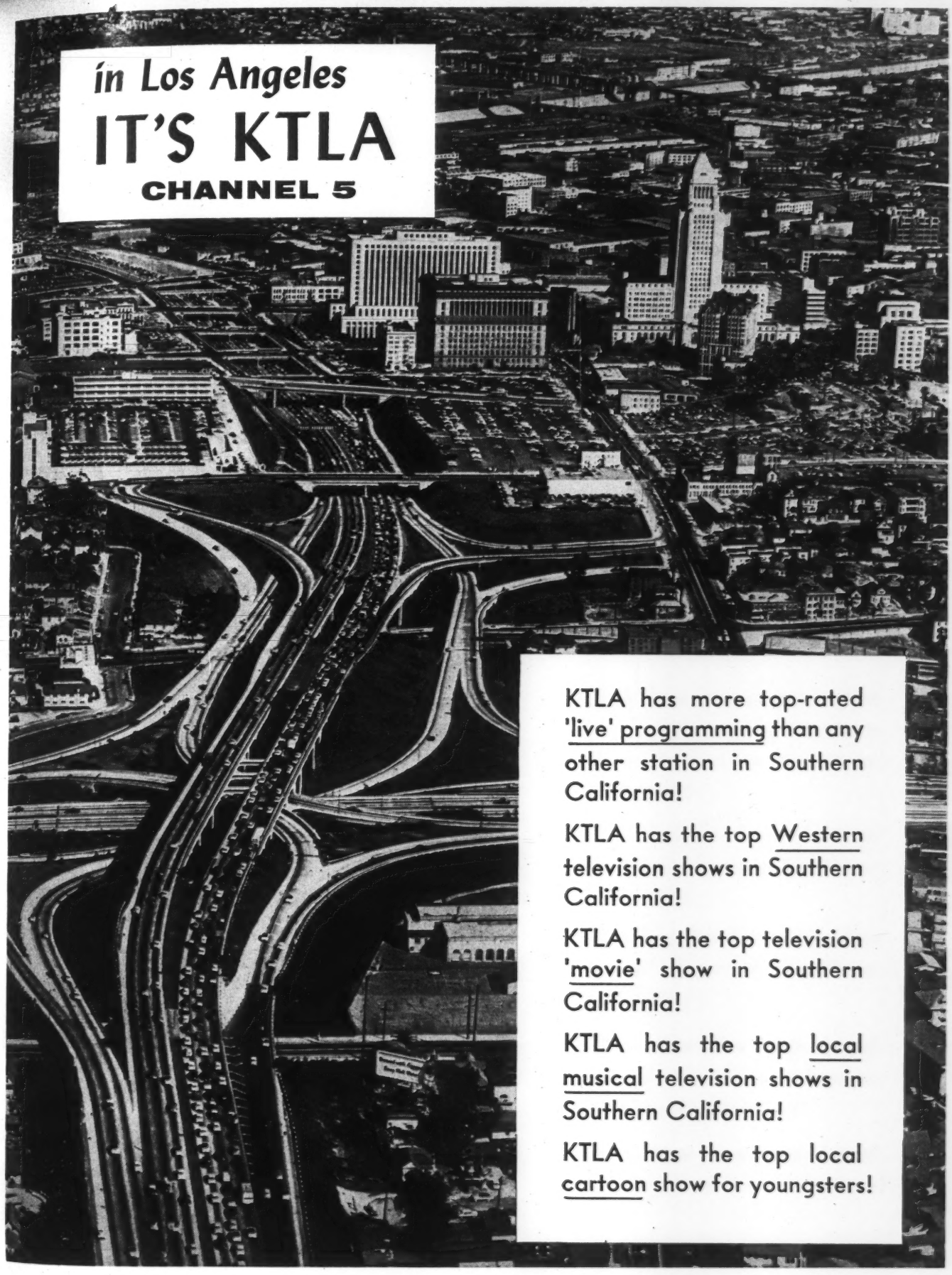
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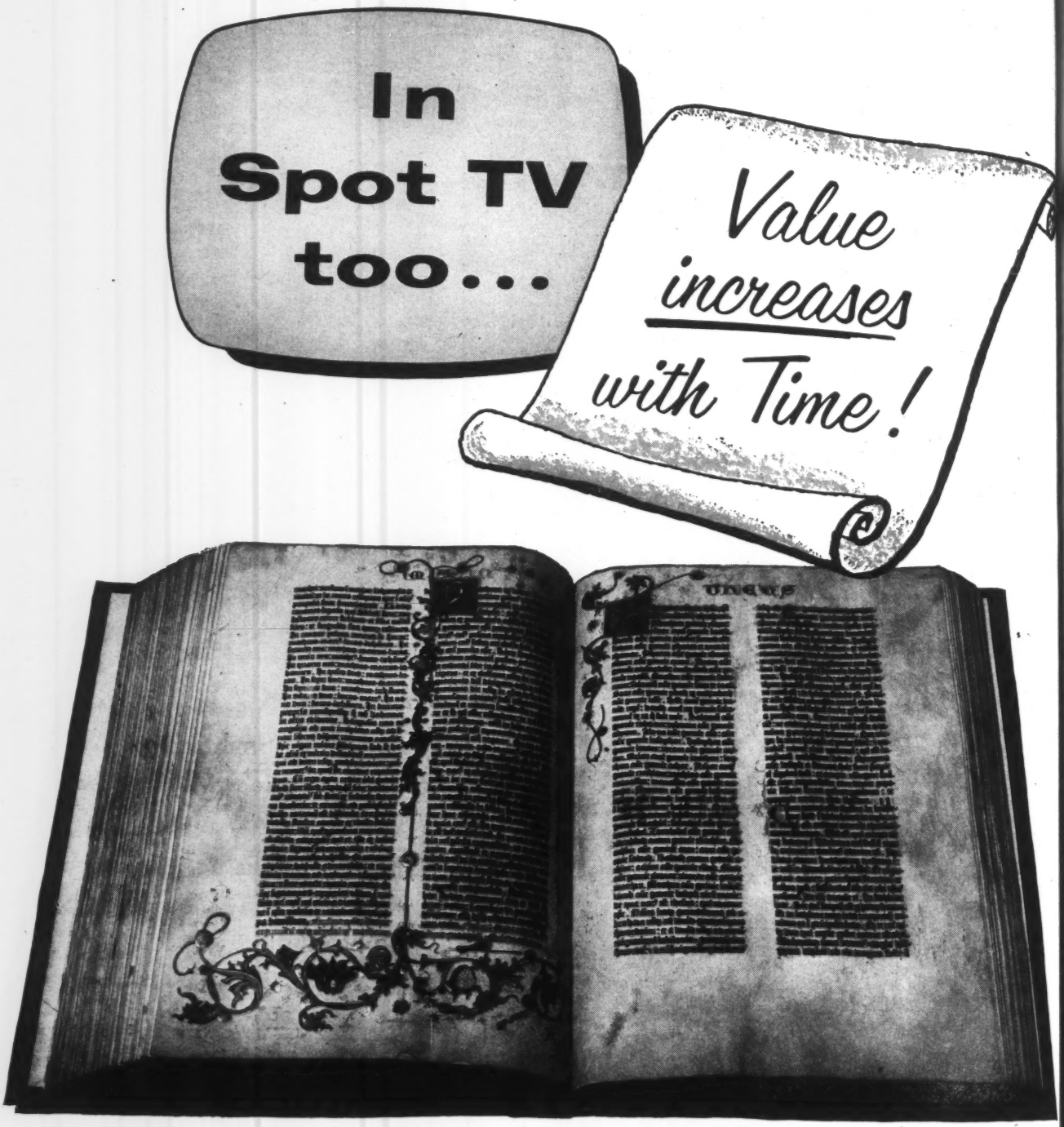
IT'S KTLA
CHANNEL 5
KTLA has more top-rated 'live' programming than any other station in Southern California!
KTLA has the top Western television shows in Southern California!
KTLA has the top television 'movie' show in Southern California!
KTLA has the top local musical television shows in Southern California!
KTLA has the top local cartoon show for youngsters!

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY



Edward

THE ORIGINA

NEW YORK • CHICAGO • ATLANTA

Only a rare few of these Gutenberg bibles are still in existence. The very first books ever run off a printing press, their value today is—*priceless.*

And in the most modern form of mass communication, Television, time periods made available to the advertiser only a few short months ago, cannot be had for love or money today.

Fortunately television is a new and expanding medium, so the alert advertiser can still secure valuable Spot TV franchises.

May we provide you with the facts on such time periods in these important markets? Their sales power and prospects for continuous audience growth are man-sized.

WSB-TV.....Atlanta	WTAR-TV.....Norfolk
WBAL-TV.....Baltimore	KMTV.....Omaha
WFAA-TV.....Dallas	WTVH.....Peoria
WTVD.....Durham-Raleigh	KCRA-TV.....Sacramento
WICU.....Erie	WOAI-TV.....San Antonio
KPRC-TV.....Houston	KFMB-TV.....San Diego
WHTN-TV.....Huntington	KGO-TV.....San Francisco
WJIM-TV.....Lansing	KTBS-TV.....Shreveport
KARK-TV.....Little Rock	KREM-TV.....Spokane
KABC-TV.....Los Angeles	KOTV.....Tulsa
WISN-TV.....Milwaukee	KARD-TV.....Wichita
KSTP-TV.....Minneapolis-St. Paul	ABC.....Pacific Television Regional Network
WSM-TV.....Nashville	

Represented By

Petry & Co., Inc.

STATION REPRESENTATIVE

ETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ONE OF A SERIES

What Makes a Radio Station Great?

DEPENDABLE

News

COVERAGE

Folks all over North Texas depend on WFAA's **dependable** news coverage. More people listen to WFAA-820 news —morning, noon, supper-time and night—than to the next three stations in the area combined!*

Six full-time employees in the WFAA news department rewrite and edit the news especially for interest to North Texas audiences. And North Texans have proved they like it that way.

Ask your Petry man why 12 advertisers, including American Tobacco Company, Nutrena Feeds and Metropolitan Life Insurance Company, depend on WFAA news to put their sales messages in the news in North Texas.

To **Reach** North Texas, use RADIO

To **Sell** North Texas, use WFAA

A **Great** Radio Station WFAA

*Whan Study — A. C. Nielsen, N.S.I.

WFAA

820 · 570

50 000 WATTS 5000 WATTS

DALLAS

NBC · ABC · TQN

a **GREAT** American radio station

Edward Petry & Co., Inc., Representative

IN REVIEW

REPORT FROM AFRICA, Part I

SOMEDAY we may run out of superlatives to describe the work of Murrow and Friendly. In their latest effort, "Report from Africa, Part I" (the second installment will be seen May 17), the team, spearheaded by reporter Alex Kendrick and cameraman Bill McClure, took us on an hour-long tour of Nigeria, Liberia, Kenya, the Congo, South Africa and Rhodesia. Unlike any other travel-junket ever taken on tv, this one dwelled on one two-pronged topic: namely, when and how will the 245 million black inhabitants gain independence and will they remain in the Western camp? This was dramatically underscored by Mr. Murrow's listing of the above-mentioned countries' industrial importance, the mining of copper, uranium, manganese and iron ore, and following up with film clips showing a visiting Russian delegation to the Gold Coast. He didn't have to be more ominous than that.

Hopscotching around Africa in so short a time left little room for dramatics, yet *See It Now* had its share of stunning scenes; notably, the confession of an ex-Mau Mau warrior, one of South African Prime Minister Johannes Strijdom's "reclassification" bureaus, and the anti-Strijdom "Black Satch" movement. Of all the opinions expressed about the coming black-white "partnership," to use Rhodesia's Lord Malvern's words, the one by Father Trevor Huddleston was the most chilling. Said the recently-expelled Anglican churchman: "Strijdom's apartheid philosophy . . . can only lead to a return to tribalism."

Production costs: Approximately $100,000.

Sponsored by Shulton Inc., Clifton, N. J., through The Wesley Assoc., N. Y., on CBS-TV, Mon., April 23, 10-11 p.m. EST (pre-empting Studio One*).*

Produced by Edward R. Murrow and Fred W. Friendly; narrator: Edward R. Murrow; reporter: Alexander Kendrick; cameraman: William McClure; film editors: William Thompson, F. Howard O'Neill, Mili Lerner; assoc. producers: Palmer Williams, Don Hewitt and Edward Jones.

NOON ON DOOMSDAY

DESPITE CBS-TV's disclaimer at the tail end of "Noon on Doomsday" (*U. S. Steel Hour*) last Wednesday, e.g., "any similarity, etc.", it was rather obvious at the outset that author Rod Serling had the burghers of a small Mississippi town in mind in piecing together the story of provincial narrow-mindedness, rebellion and eventual shame.

Mr. Serling's patterns might very well have been clipped from the newspaper dispatches out of Sumner's two headline-making trials this past year: a group of fiercely-loyal townsmen—acting as so-called peers of the local bully charged with murdering "a foreigner"—vote for acquittal as a protest to "big-city interference" by a hostile, "outside" press. Later, egged on by the town's voice of conscience in the guise of a retired judge, the inhabitants shamefully recognize the error of their ways and go home, we hope, to read their Bill of Rights.

Though armed with all the ingredients to make for an action-packed hour-long drama, Mr. Serling added too much yeast to the plot, so that once the viewer bit through the appetizing outer crust, all he got was a disappointing mounthful of hot rhetoric.

Production costs: Approximately $45,000.

Sponsored by U. S. Steel Corp. through BBDO, N. Y., on CBS-TV, alternate Wed., 10-11 p.m. EST.

Produced by the Theatre Guild, under supervision of Theresa Helburn, Lawrence Langner and Armina Marshall. Director: Daniel Petrie.

Cast: Everett Sloane, Jack Warden, Philip Abbott, Lois Smith, Albert Salmi, Edgar Stehli.

THE GRACE KELLY WEDDING

DAVID SCHOENBRUN brought to his half-hour CBS-TV film report of "The Grace Kelly Wedding" April 21 an attitude that seemed just the right mixture of enthusiasm, sanity and good humor, seasoned with the authority you'd expect of a veteran foreign correspondent. With his cameramen he turned out a document that reflected the awe and solemnity, the fantasy and gaiety of one of the century's biggest news stories.

Seen by the CBS camera eye: Father Tucker, the prince's priest, who describes his church, in the midst of millionaire villas, as "God's villa." The spectacle of the palace courtyard ballet, with the royal pair reviewing from above. Trumpet rolls, and military bands playing American songs. A fat man in the middle of the crowded palace grounds, chewing a cookie and clutching his champagne at the public reception. The bride helping slip on her wedding band, indicating not a too-snug ring, but her voluntary acceptance, according to Monocan custom.

Sponsored by Maybelline Co., through Gordon Best Co., Chicago, on CBS-TV April 21, 11-11:30. p.m.

Producer-director: Don Hewitt; executive producer: David Zellmer.

THE GENTLE GRAFTER

GONE with the buffalo is the con man, bunco artist, pitchman for cure-alls and salesman of gold bricks or any other item he felt might appeal to the isolated, gullible yokels. Even the words—con man, bunco artist, yokel—have an old-fashioned ring.

But they were brought back to life last Wednesday when *Kraft Television Theatre* combined four of O. Henry's best tales of "The Gentle Grafter" into a tv presentation that combined comedy and nostalgia into a fine hour's entertainment. Special bows were won by Kenny Delmar as the rogue hero, Charles Coburn as the farmer who asked to be fleeced and Kaye Ballard as the "wealthy widow" of the matrimonial correspondence agency. Behind-the-scenes credits are due Dale Wasserman, who adapted the O. Henry stories for tv, Maury Holland and Billy Graham, producer and director, who kept the action moving at exactly the right comedy pace.

Production costs: Approximately $40,000.

Sponsored by Kraft Foods through J. Walter Thompson on Wed., 9-10 p.m. EST on NBC-TV.

Producer: Maury Holland; director: Billy Graham; designed by: Duane McKinney; Adapted by Dale Wasserman from four short stories by O. Henry.

Cast: Charles Coburn, Kenny Delmar, Kaye Ballard, Jack Weston.

★ ★ ★

CREATIVE FARM SHOWS. National Project in Agricultural Communications, Wells Hall, Michigan State U., E. Lansing. 60 pp. $3.

"EXPERTS Reveal How Agricultural Television Can Capture Viewers," proclaims the cover of this volume, a reference book for telecasters, advertisers, advertising agencies, educators and anyone else interested in using tv to reach a farm audience. Growing out of a National Agricultural Television Clinic, held Labor Day weekend, 1955, at the U. of Missouri, the book contains few pat answers to questions but many suggestions that should help the reader in solving his own problems.

REPEAT PERFORMANCE

February PULSE . . . 15 Out Of 15 Top Once A Week Shows
February ARB . . . 10 Out Of Top 10 Shows
February PULSE . . . 5 *Local* Shows in Top 10 Multi-Weekly Shows

AND AGAIN IN MARCH

March PULSE—Fifteen Out Of Fifteen Once A Week Shows

			MAR.	FEB.
Phil Silvers	WHIO	Tuesday	46.8	49.8
Ed Sullivan	WHIO	Sunday	45.9	46.6
I Love Lucy	WHIO	Monday	45.5	47.3
$64,000 Question	WHIO	Tuesday	45.3	48.8
Godfrey's Talent Scouts	WHIO	Monday	45.0	47.3
Burns and Allen	WHIO	Monday	43.0	40.3
Navy Log	WHIO	Tuesday	42.8	44.5
Climax	WHIO	Thursday	41.9	43.8
Red Skelton	WHIO	Tuesday	41.3	45.0
Mama	WHIO	Friday	40.5	38.8
Our Miss Brooks	WHIO	Friday	40.0	43.3
G.E. Theatre	WHIO	Sunday	39.8	
Robert Cummings	WHIO	Thursday	39.3	
Alfred Hitchcock	WHIO	Sunday	38.8	37.8
Godfrey and His Friends	WHIO	Wednesday	38.1	40.9

March ARB—10 Out Of Top 10 Shows—March, 1956

		Rating
I Love Lucy	WHIO	48.1
Phil Silvers	WHIO	44.3
Lassie	WHIO	43.7
Navy Log	WHIO	43.7
Ed Sullivan	WHIO	43.1
Godfrey's Talent Scouts	WHIO	40.9
$64,000 Question	WHIO	40.3
I've Got A Secret	WHIO	40.0
The Millionaire	WHIO	39.2
Godfrey and His Friends	WHIO	37.8

Top Ten Multi-Weekly Shows (Broadcast on Mid-Week Days, Mon.-Fri.)

			MAR.	FEB.
Little Rascals	WHIO	Mon.-Fri.	22.3	23.8
Reporter, Sports Desk	WHIO	Mon.-Fri.	20.0	21.5
Patti Page	WHIO	Tues., Thur.	21.8	21.5
Front Page News	WHIO	Mon.-Fri.	16.5	16.5
Movie Matinee	WHIO	Mon.-Fri.	15.7	16.0
Tic Toc-Shop	WHIO	Mon.-Thur.	15.7	15.9
Search For Tomorrow	WHIO	Mon.-Fri.	14.4	14.8

Consistent high quality in production, promotion and merchandising in both spots and programs gives us a clean sweep of ALL ratings for two months running in the WHIO-TV area. For additional information on this amazing story on the size, wealth and set penetration of this vast audience see George P. Hollingbery. You'll get the full story on why WHIO-TV is truly one of America's great AREA stations.

Take Your Choice of Surveys and
You'll Always Choose WHIO-TV

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

Greatest
gal
For ad lib sell

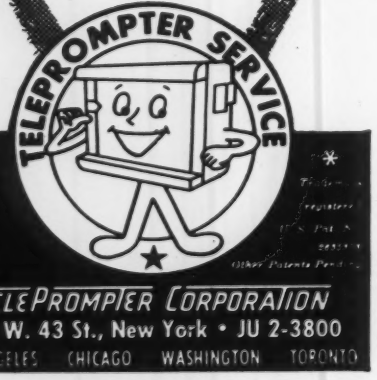
Forgot routine . . .
Signed up Nell!

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KVDO-TV
Channel 22
Corpus Christi, Tex.

KGEO-TV
Channel 5
Enid, Okla.



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Fm's Untapped Potential

EDITOR:

Prior to entering the U. S. Army, I was associated with several fm stations in the Chicago area in various capacities ranging from salesman to announcer to program director. Therefore, I was most interested in your story in the April 16 B•T about the study of fm by Ray Stone of Maxon Inc.

However, above and beyond my professional associations with fm, I have an academic interest through a study of the audience characteristics of one Chicago fm station (WFMT) I directed while studying at Northwestern U. in the spring of 1955.

It is extremely encouraging to see that our results compare favorably with Mr. Stone's. For instance, the Maxon study indicates that the fm audience is made up of people with higher income, greater education and higher occupational status. The Northwestern study found that the audience of this one fm station had a median annual income of $7,650, which is more than twice that for the Chicago metropolitan area. Moreover, 29% of the family units surveyed fell into the "above $10,000 per year bracket" as opposed to only 5% for the metropolitan area. More than 49% of the units had members who had completed four or more years of college as compared to 7% for the general population. Occupationally, 89% of the family units had members in the professional and kindred brackets (as defined by the Bureau of Census) as opposed to 44% for the Chicago area.

Another interesting result was that 43% of the homes had no tv, and the breakdown of units in relation to income showed that there was no decided correlation between income and lack of tv, as the percentage of tv-less families was well distributed among all income brackets.

On the question of whether or not loyalty that an audience possesses for a station extends with the same intensity to the station's advertising clients, it was found that 50% of the family units had responded to air advertising over WFMT, while 26% claimed to have patronized advertisers in the station's program guide . . .

If these statistics can be applied to the fm audience generally, and Mr. Stone's study seems to indicate that they can be, it becomes even more apparent that the fm audience today offers a most unusual opportunity for advertisers, both local and national in scope.

Sp3 Robert Conrad
Psychological Warfare Center
Fort Bragg, N. C.

EDITOR:

If available, we would like to receive 500 reprints of the article in [April 16] issue titled "Agency's Study of Fm Cites Untapped Potential."

Harold I. Tanner, Pres.
WLDM (FM) Detroit, Mich.

EDITOR:

Please send 200 reprints of the fm story in your April 16 issue.

A. A. Crawford, Pres.
KCBH (FM) Beverly Hills, Calif.

EDITOR:

. . . would appreciate receiving 100 copies . . .

Donald E. Hovarter
WMUZ-FM Detroit

[EDITOR'S NOTE: Reprints of the Maxon report, "Agency's Study of Fm Cites Untapped Potential" (B•T, April 16) are available at $10.00 per hundred; 10 for $1.]

Dropped T's

EDITOR:

I would first like to say that your feature article on national television spot billings in your April 16 issue did real justice to our spot television advertising expenditures report. I would like to point out, however, that in our ranking of the top 200 spot television advertisers, Johnston & Johnston, listed as 37th with an expenditure of $454,600, was somehow changed to Johnson & Johnson in your article. In recent months, Johnston & Johnston has changed its name to Tafon Distributors Inc. (no-fat spelled backwards).

In your compilation of the top 200 television spenders (TvB spot expenditures plus PIB network expenditures) Johnston & Johnston should have appeared as 103 in your ranking while Johnson & Johnson should have been ranked 113.

Harvey Spiegel, Asst. Dir., Research
Television Bureau of Advertising
New York City

Weekends Neglected

EDITOR:

Am radio is probably one of the greatest advertising mediums in America today. I am proud to own a 5 kw radio station in Muskegon, Mich. I believe that with my realistic rate card, I give more coverage per dollar than any other type media in advertising, but there is a $64 question that I would like to ask my favorite trade magazine.

All of the timebuyers on the brightly lit streets of New York and Chicago always ask me for Monday thru Friday availabilities—they never ask me for Saturday and Sunday availabilities. Why? In industrial Muskegon, as in so many other towns across America, our workers are in the shops and in the factories working, Monday thru Friday. Then they are home on Saturday and Sunday and they do their work in their gardens and in their basements or around the house and while they work or play, they listen to am radio.

I believe that Saturday and Sunday are terrific markets and I have some very choice times to offer national advertisers. Will B•T please tell me and the hundreds of other radio stations that think the same, why don't advertisers buy the big listening audience of am radio Saturday and Sunday?

Nick Kuris, Owner and Mgr.
WKNK Muskegon, Mich.

You Name It

EDITOR:

Please send us 100 reprints of "You Name It, Radio Can Sell It."

Thad M. Sandstrom, Gen. Mgr.
KSEK Pittsburg, Kan.

EDITOR:

Please send 100 copies of "Pants, Peaches & Pontiacs . . . Radio Can Sell."

Lewis J. Process, Gen. Mgr.
WHBY Appleton, Wis.

[EDITOR'S NOTE: Copies of the eight-page reprint from the Sept., 19, 1955, feature, "Pants, Peaches & Pontiacs" about 81 successful radio campaigns by local retailers, are available at 25 cents a copy or $15 per hundred.]

Reader's Opinion

EDITOR:

. . . I enjoy reading your publication and I am of the opinion you are doing an excellent job in presenting news about radio and tv.

Milton L. Kiebler, Assoc. Media Dir.
Benton & Bowles, New York

RCA-5820 Image Orthicon—another RCA original tube development for modern television

THE TUBE THAT "Shoots" the wide, wide world

Known for its remarkable versatility in almost every pickup situation you can name, RCA-5820 has been serving TV stations faithfully—since the announcement of this original design by RCA in 1949.

No finer camera tube is made for black and white television pickup

Pickup...in dazzling brightness —under uncontrollable light conditions

Pickup...in semi-darkness —at very low light levels

Pickup...in fast-action —in "every-day" light

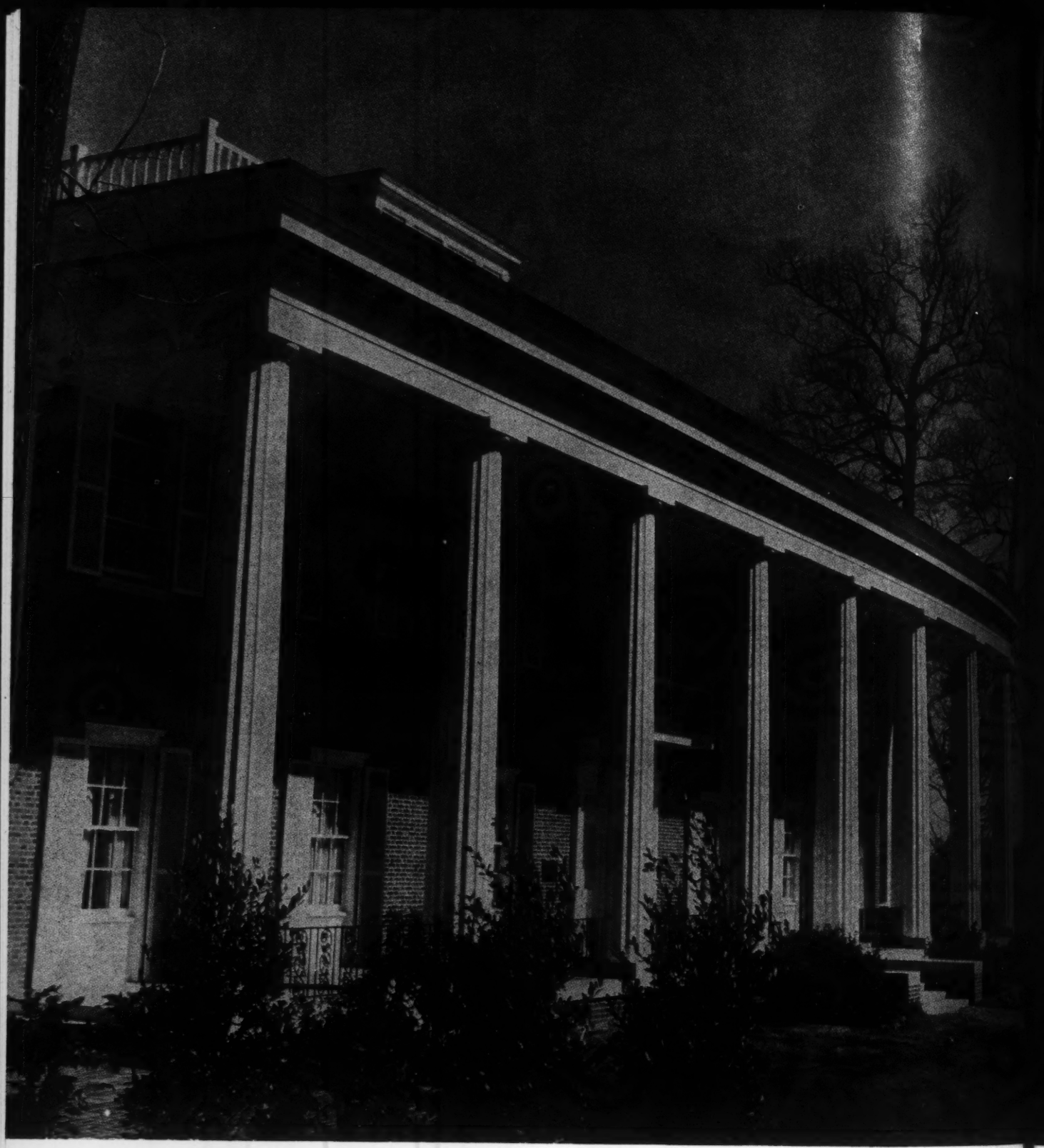
Pickup...of faithful tone range —from white to black

Pickup...of extraordinary detail —under controlled conditions

RCA

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA · HARRISON, N.J.



Leadership is traditional . . .

White Columns

The new home of Atlanta's WSB *and* WSB-TV

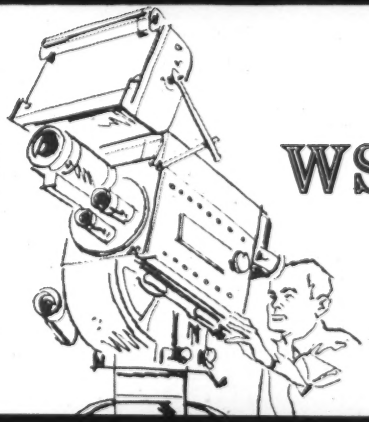
When you visit Atlanta, one of the new and outstanding attractions is "White Columns." The building of Southern Classic architecture stands on a historic site overlooking Peachtree Street. The structure encloses 40,000 square feet in area and stands in 16 acres of landscaped and protected woods.

"White Columns" is more than a building, more than a new and efficient home for broadcasting, however. It is a civic asset to Atlanta, to Georgia and the South — and a credit to radio and television throughout the nation.

"The Voice of the South" and "The Eyes of the South" have striven always to operate in the Public Interest. These new facilities are a reflection of our belief in the same high principles that have guided the destiny of WSB since 1922. Come soon and visit with us at "White Columns."

Affiliated with the
National Broadcasting Company

..wsb radio



wsb-tv

Represented by Edward Petry & Co., Inc.
Affiliated with The Atlanta Journal and Constitution.

KCRA-TV HITS 39%* SHARE OF AUDIENCE

MONDAY-FRIDAY: NOON-6 P.M. FEBRUARY*	
KCRA-TV	39.4
STATION B	13.8
STATION C	32.1
STATION D (ON AIR 2:30 P.M.)	19.1
MONDAY-SUNDAY: 6 P.M.-MIDNIGHT FEBRUARY*	
KCRA-TV	38.7
STATION B	31.5
STATION C	15.0
STATION D	11.9

NBC shows and strong local programs give KCRA-TV top ratings in the Sacramento TV market. Night AND day, KCRA-TV delivers more audience, works harder for you and your clients.

KCRA-TV Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

* Sacramento Television Audience ARB: February 8-14, 1956

our respects

to LESLIE TALBOTT HARRIS

THE CAREER history of Leslie T. Harris, vice president and general manager of CBS Television Film Sales, New York, supports the homily that success is compounded largely of perspiration, rather than inspiration.

He was the youngster back home in Orlando, Fla., who always had an after-school job, and later, in manhood, had no qualms about holding two or three jobs simultaneously. Since early boyhood, he had set his sights on a career in broadcasting, starting as a staff announcer at WDBO in Orlando in 1930 when he was 15 and still in high school. In the succeeding 26 years, Mr. Harris has acquired a variegated background in the radio-tv field, covering radio and television networks, an advertising agency, an advertiser, and production distribution companies.

Mr. Harris, who was appointed to his present post in March 1954, smilingly acknowledges that his career has been "a checkered affair," but observes that his grounding in the various phases of television and radio and advertising has proved "invaluable" in his current post. He is confident that the tv film programming field is headed for a period of continued growth, though he concedes that television must maintain a balance between live and film.

Leslie Talbott Harris was born in Bradenton, Fla., on March 10, 1915, and grew up in Florida and Virginia, where the family spent its autumns and summers. He was educated at Orlando High School and Washington & Lee U., Lexington, Va. The energetic Mr. Harris worked as a staff announcer at WDBO while in high school and at WLVA Lynchburg, Va., while in college. He managed to squeeze in an announcing stint at WOR New York during a summer vacation.

In 1935, eager to be launched in radio, Mr. Harris accepted a permanent post with WOR. Six months later, he shifted to WQAM Miami as program manager. At one time during his tenure with WQAM Mr. Harris also held down two part-time jobs—publicity staffer for Pan-American Airlines and stringer for *Variety*. Mr. Harris recalls two high spots of his WQAM days—he served, on leave of absence from the station, as radio advisor to the Duke of Windsor on a transcontinental tour in 1936, and covered the late President Roosevelt's trip to the Buenos Aires conference, which was carried on CBS Radio.

In 1941 Mr. Harris returned to New York and joined CBS Radio's special events department moving over shortly thereafter to the network's production department. He remained there until 1943, working part of the time on assignments for the Office of Strategic Services, monitoring foreign broadcasts.

Mr. Harris joined Benton & Bowles in 1943 as producer of the *Family Hour* and later was appointed director of radio for the agency. Following a five-year association with B&B, Mr. Harris resigned to become national program director of NBC Radio. In 1951, he embarked on the advertiser phase of his career, joining Colgate-Palmolive Co. as director of radio and television. He left the company in 1953 to become vice president and a partner in Bernard L. Schubert Inc., producer of radio-tv programs, including *Mr. & Mrs. North*, *Topper*, *Mr. District Attorney* and *Gangbusters*. He resigned this position to assume his current duties.

Mr. Harris is credited with a significant role in the steady growth of CBS Television Film Sales. He is delighted to report that in the past three years gross billings of the company have risen from less than $1 million to an anticipated $8 million for 1956, and the number of its series has increased from 6 to 22.

One step taken by CBS-TV Film Sales to strengthen its position, Mr. Harris said, was to establish its own tv film production operation. This consists of Topaz Productions and Inter-Tel Productions in England and Gallu Productions in Hollywood. Under an exclusive arrangement with these companies, Mr. Harris pointed out, CBS-TV Film Sales has access to "a continuing source of supply of top-quality tv films."

With an expansion program underway, CBS-TV Film Sales' New York headquarters was scheduled to move over the past weekend to new and larger quarters in a new building at 55th St. and Madison Ave.

Among the new plans conceived by Mr. Harris and his staff are a diversification of the CBS-TV Film Sales selling pattern, under which an increasing number of its newer properties will be offered for network and national spot sale; a dubbing operation, already begun in Spanish and designed to cover other major foreign languages, and an expanded international operation to place CBS-TV Film shows in overseas markets and to represent foreign programs in the U. S.

The pace is hectic even for a man like Les Harris, who thrives on hard work. For relaxation, Mr. Harris enjoys horseback riding. Until last year, he operated a horse breeding stable at Old Brookville, L. I. Another favorite hobby is making amateur movies.

He is married to the former Rosemary Cox of New York. They live with their three children—Chris, 13; Leslie Ann, 8 and Myra, nine months—in Old Brookville.

In recent months, Mr. Harris has added to his workload a course of study in both Spanish and French. He thinks it's "good business" to be able to speak "even a little" of the languages of the clients with which a company like CBS-TV Film Sales becomes involved.

NOW....

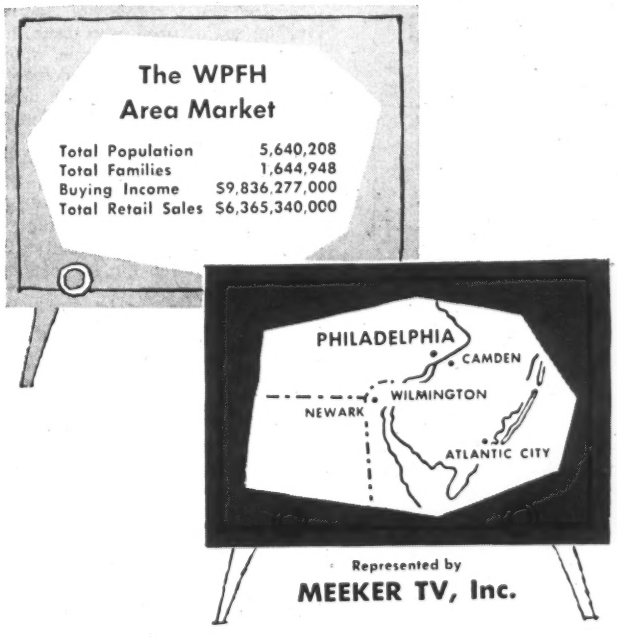
EXCLUSIVE MAJOR LEAGUE NIGHT BASEBALL

WPFH

CHANNEL 12

Regular series of Phillies away-from-home night games, beginning April 27th, marks another big step forward by WPFH, the favorite sports and family entertainment station covering Philadelphia and the Greater Delaware Valley trading area.

ONLY WPFH PRESENTS THE FINEST IN SPORTS THE YEAR 'ROUND HIGHLIGHTING THIS TRADITION, MAJOR LEAGUE NIGHT BASEBALL JOINS THE SPORTS FIRST STATION AND THESE TOP FEATURE PROGRAMS:



Represented by
MEEKER TV, Inc.

- Collegiate Basketball
- NCAA Basketball Playoffs
- Thoroughbred Racing from Delaware Park
- Harness Racing from Brandywine
- Live Boxing from New York and Philadelphia
- Post Time, U.S.A.
- National Pro Football Highlights
- George Munger Football Show
- College Football Game of the Week
- Baltimore Colts Football Games
- Wrestling
- Philadelphia Eagles Nest
- Championship Bowling
- Up-to-the-minute Sports News

(and many others)

WPFH — Channel 12

now WOLF *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, March-April, 1956 (Latest) (8 am—10:30 pm Monday thru Saturday, 10:00 am—6 pm Sunday Daytime)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	9.8	21.8	16.4	10.8	29.5	19.7

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	34.5	14.9	16.6	11.2	35.2	21.5

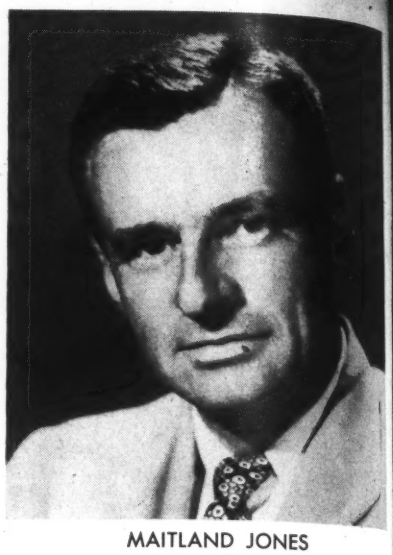
FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . . WOLF
SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY



MAITLAND JONES

on all accounts

AS PART of a professional fraternity usually regarded by the pledges as "glamorous," Maitland Jones, 48-year-old vice president and copy supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, regards himself as "a member in poor standing" so far as personal glamour goes.

His appearance would tend to belie that idea. Tall, lanky, suntanned and sporting the Madison Ave. close-cropped hair style, Mr. Jones is a born Australian who used "that crawl" to get into advertising at the start of the Depression by way of Yale (Class of '29) and an insurance company's trainee program.

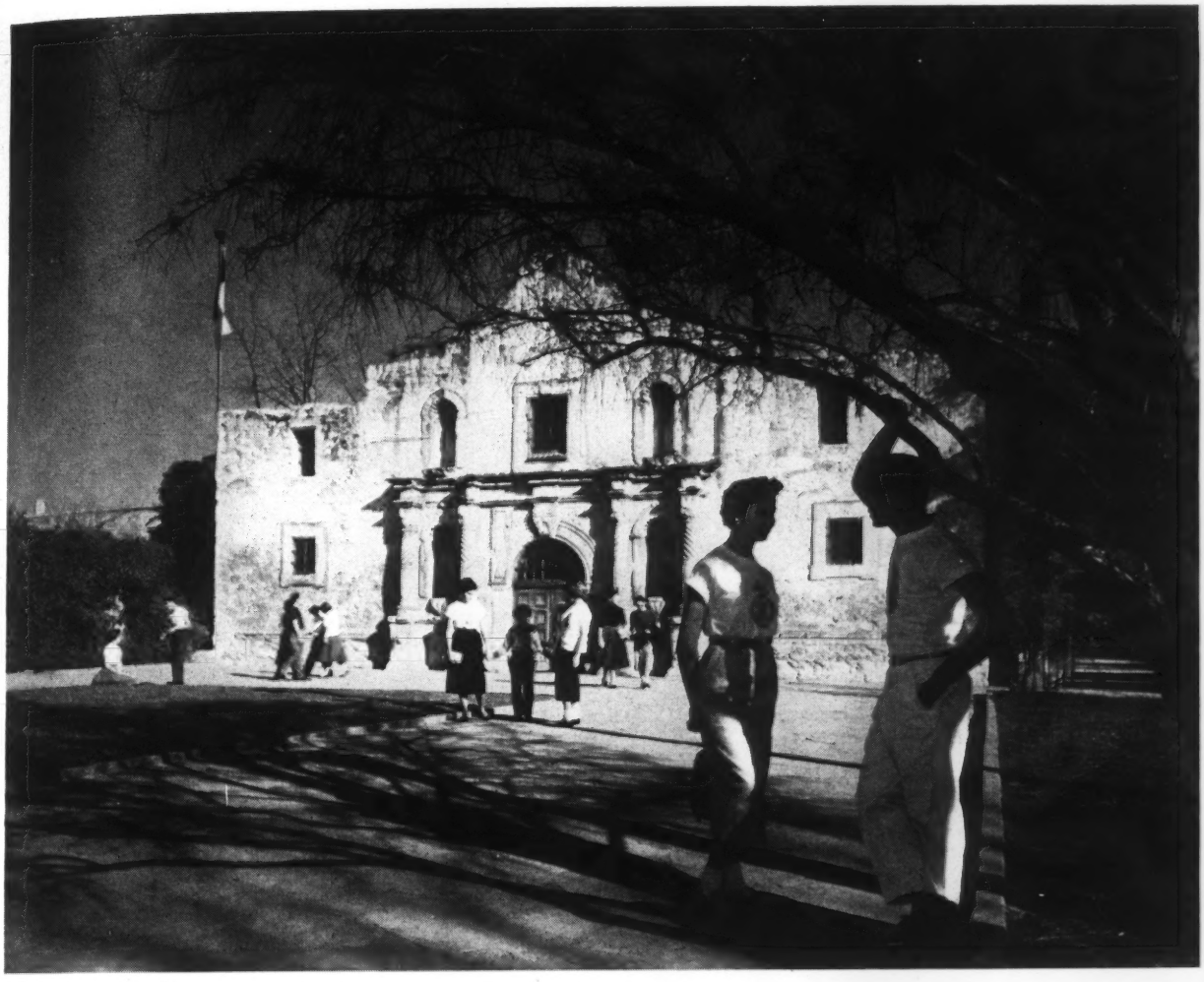
Following a copy cub's indoctrination with a small, now-defunct, Philadelphia agency, Mr. Jones joined Benton & Bowles in 1932, leaving there to become a vice president at J. Walter Thompson during the war. Before joining SSC&B in 1953, he held brief tenures as vice president and manager of the New York office of Hutchins Adv., and vice president and creative director, Lennen & Newell, also New York.

An "old timer," Mr. Jones still considers himself first a copywriter, one schooled in the rudiments of print who made the switch to tv "gradually and with some effort." So far as SSC&B's clients are concerned, Mait Jones has managed to stay at the head of the class, handling both copy and executive functions of Noxzema skin creams (NBC-TV's *Perry Como Show*), S&H Green Stamps (NBC-TV's *Today, Home* and *Tonight*), Carter's Arrid and Rise (syndicated *Mr. District Attorney*), Junket Brand Foods (local tv children shows) and Simoniz waxes, Whitehall's BiSoDol, Blue Coal, H-O Cream of Wheat and Presto cake flour—all on spot tv.

Mr. Jones, a self-admitted tennis fanatic, also lists as hobbies: "contemplating, my wife [the former Irma Tillmanns whom he married in 1934], reading, the kids [aged 18 and 14, at Yale and Andover, respectively], more tennis and a sportscar—but not necessarily in that order of importance."

He also calls himself "the world's greatest writer of unpublished song hits," but has limited his "public onslaught" to a rare, $200 prize-winning appearance on CBS-TV's old *Songs for Sale*, and says that "the crowd that clamored for me afterwards was significant for its lack of song publishers." Latest effort: "A Shy Guy From Cheyenne."

The Joneses live in a reconverted mill on the banks of a "docile stream" in Bedford Village, "one that nearly washed away the house during the last Westchester [County] monsoon season."



The Alamo—where you can stand on the costliest land in Texas

Remember the Alamo, they said, for its price was very high. Remember Davy Crockett, fiddling and cracking jokes during the lulls in the fighting. Remember big Jim Bowie, too weakened by pneumonia to wield the famous knife, but firing from his cot all the same. Remember a garrison of 188 men who died to a man to buy freedom for Texas.

Over the years the traditions of the Alamo have become an indelible part of the American pattern . . . and nowhere is this more evident than in the 4-H Club movement. This program, begun about 1900, seeks to develop in the nation's youth the qualities of loyalty, self-reliance and good citizenship so gallantly demonstrated in San Antonio 120 years ago.

San Antonio, today, offers a wide range of memorable tourist attractions. You can visit La Villita, an authentic restoration of the city's first residential settlement, or see a play at the unique open-air theatre, where the river winds between audience and stage. There are rodeos and stock shows, fiestas, carnivals and museums. But most memorable of all is still the old mission with the bullet-pocked walls, where brave men died to make all the rest—and Texas, itself—possible.

FREE Tour Information

If you would like to visit San Antonio, or drive anywhere in the U.S.A., let us help plan your motor trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N.Y.—also ask for our colorful National Parks Map.

SINCLAIR SALUTES THE MEMBERS OF THE 4-H CLUBS for their achievements in farm, home and community enterprises, for their contributions to conservation, and for their part in building a better America.

SINCLAIR
A Great Name in Oil

THESE ARE THE

Television stations

THAT MAKE

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

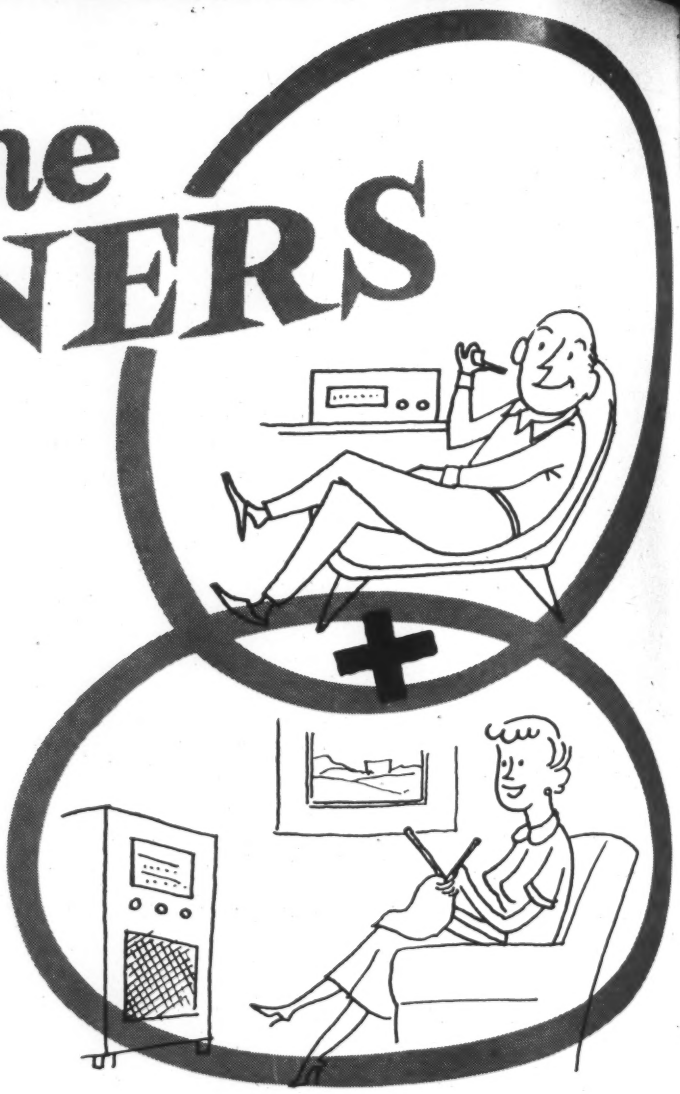
SAN FRANCISCO
Russ Building
Sutter 1-3798

EAST, SOUTHEAST		VHF CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST, SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

PULSE Says WPTF has

Double the LISTENERS

of its Nearest Competitor



Here's the 1956 Area Pulse covering 32 North Carolina counties. WPTF leads during every quarter-hour . . . with well over twice the audience of a regional network and six to seven times the average audience of any other station.

WPTF's average share of audience inched up from an even 36% in 1955 to 36.7% in 1956. This, coupled with an average increase of 10% in homes using radio, means that WPTF is delivering more listeners now than during any of the past three years the Pulse has been made.

SHARE OF AUDIENCE

Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12Mid.
WPTF	35	35	40
Regional Network	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns.)	40	43	38
Homes Using Radio	25.2%	27.0%	26.6%

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

WPTF NCS COVERAGE MAP

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

	NCS Coverage		NCS Coverage
Population	2,955,000	General Merchandise	307,297,000
Families	693,900	Furn. H. H. & Radio	124,226,000
Effective Buying Income	$2,915,255,000	Automotive	484,295,000
Farm Gross Cash	864,679,000	Gas Stations	177,069,000
Retail Sales	2,249,749,000	Lumber, Bldg., Hdw.	187,011,000
Food Sales	458,272,000	Drugs	61,601,000

* Source: Sales Management Survey of Buying Power, May 10, 1956.

BROADCASTING TELECASTING

April 30, 1956

Vol. 50, No. 18

BRICKER LOWERS THE BOOM ON CBS, NBC 'DOMINATION'

- **Senator releases confidential FCC tabulations**
- **Cites what he calls 'private monopoly' in tv**
- **Recommends: FCC power to regulate networks**
- **Reducing v power in Zone I, high density areas**
- **Restricting antennas to cut market straddling**
- **Revising ownership limit to 25% of population**

SEN. JOHN W. BRICKER (R-Ohio), onetime chairman of the radio-tv powerful Senate Interstate & Foreign Commerce Committee and now ranking minority member, today unleashed a slashing attack on the alleged domination of television broadcasting by the CBS and NBC networks.

Author of a bill (S-825) to permit the FCC to regulate broadcasting networks, Sen. Bricker exploded his bombshell in a report to the Senate Commerce Committee. It was entitled "The Network Monopoly."

Using hitherto unrevealed financial data—which the Senate committee forced the FCC to divulge to it last year—the Ohio Republican blasted what he called the networks' "yoke of economic dominance" which results in a "private monopoly" in broadcasting.

Essence of Sen. Bricker's onslaught is that the two major networks control through affiliation and programming the vitals of television broadcasting.

Implicit in the document—submitted to Commerce Committee Chairman Sen. Warren G. Magnuson (D.-Wash.) as a foundation for the upcoming appearance of network officials before the Senate committee—is this thought:

That there should be extensive competitive outlets in the greatest number of communities —even though this means cutting down existing large area vhf stations.

In a four-point summary of recommendations, Sen. Bricker advocated:

- Giving the FCC power to regulate the networks.
- Reducing the service areas of existing vhf stations in Zone I and other high density population areas to protect the "integrity" of markets through lower power and antenna heights.
- Restricting market straddling through limitations on antenna locations.
- Forbidding the FCC to use numerical limitations on multiple ownership by a single person; allow any number of stations to be owned by one entity except where the combined coverage of these stations include more than 25% of the country's population (story page 29).

Sen. Bricker's bill to regulate networks is already before the Senate Commerce Committee.

In advocating the constriction of high power, high antenna vhf stations, Sen. Bricker is presumably pushing for a "single market" principle of allocations. This leaning is also implied in his proposal to prohibit a single maximum power-maximum antenna height station from placing its transmitter between two markets in order to cover both.

Assault on CBS and NBC—and the attack is more on the former than the latter—was based on income data hitherto considered sacrosanct. Financial data of stations are required to be filed yearly with the FCC. The Commission has always treated this information as confidential. The Commission has, however, used these data to put out yearly overall total financial data, as well as averages in various economic fields. Data has never been released which could be ascribed to individual stations.

The revenue and income data were supplied to the Senate Committee last year after the FCC first refused to divulge them. Following a conference among the Senate committee, the FCC and the Justice Dept., the information was supplied to the Senate.

These figures show, Sen. Bricker averred, that CBS and NBC had a net income before taxes in 1954 of $90.6 million. This was $300,000 more than the entire industry's net income before taxes, he pointed out.

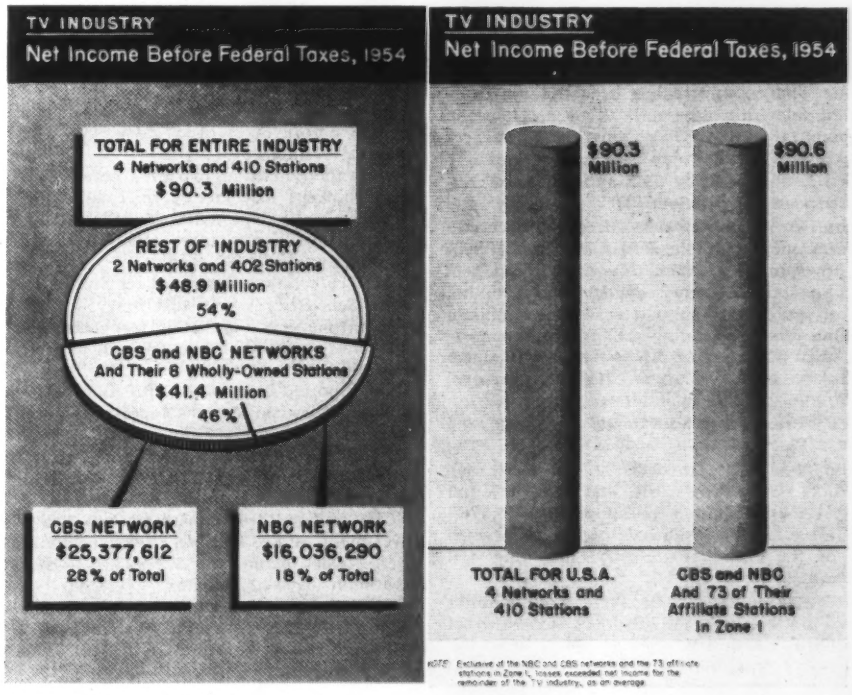
The 1954 and 1953 gross revenues, operating expenses and net income before taxes for each of the then four networks was itemized in Sen. Bricker's report (see tables).

Included in the financial data spelled out in Sen. Bricker's document were ratios of profit to investment—in one case reaching a purported return of 370%.

The Ohioan used income statements of several stations to illustrate some conclusions.

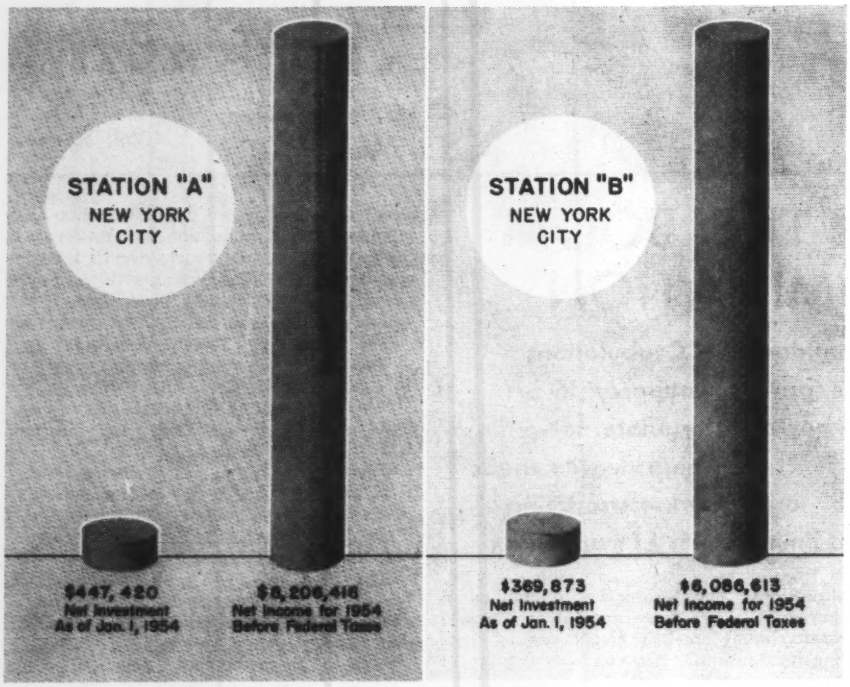
In his letter of transmittal to Sen. Magnuson,

TWO EXHIBITS FROM BRICKER'S SCRAPBOOK



HOW CBS and NBC shape up in comparison to industry-wide profits were shown by these illustrations in Sen. Bricker's report. First chart shows the two networks' and 73 affiliates' net income before taxes compared with total industry profit (total industry figure represents $300,000 in losses). Second chart shows dollar net income figures for total industry, two networks and 402 stations, and CBS and NBC.

HOW TWO DO IN NEW YORK CITY



THE return on investment concept used profusely by Sen. Bricker was illustrated by these charts. Stations were not identified but presumably are CBS and NBC outlets.

Sen. Bricker said he had seen some of the 1955 returns and that he believed that "without a single exception these indicate that complete figures for 1955 will show an even greater concentration of economic power in the hands of the favored few."

He alluded to the forthcoming appearance of network officials before the Senate committee —which may be early in June, it was understood. The committee has been holding hearings on television since early this year. It began probing tv in the 83rd Congress when Sen. Bricker was its chairman.

The profits made by CBS and NBC are considered excessive by Sen. Bricker.

The two major networks, he said, "excercise a stranglehold over the entire industry. It will be shown to what extent this stranglehold perverts the public interest by denying economic opportunity to all but a few selected affiliate stations, thus precluding the establishment or continued operation of other stations striving to fulfill the objective of the [Communications] Act."

Sen. Bricker's report made the following points:

The 1954 gross revenue of the then four networks (CBS, NBC, ABC and DuMont) and their 16 owned stations amounted to $306,676,653. This is more than half of the 1954 revenue of the entire tv industry, including 410 operating stations.

Gross of CBS and its then three wholly-owned stations was $123,203,847—one-fifth of the entire tv industry.

Gross of NBC and its five wholly-owned stations was $120,385,255—also one-fifth of the entire tv industry.

Combined, the CBS and NBC gross accounted for 41.08% of the revenue of the entire television industry.

ABC's gross in 1954 was $44,519,058 and DuMont's $18,568,493.

Net income before Federal taxes for the entire tv industry was $90.3 million in 1954. This net includes losses on the part of some stations and networks.

CBS and NBC networks, together with their eight owned stations, accounted for $41,413,902 of this net income—46% of the entire industry.

CBS and its three owned stations had a net income before taxes of $25,377,612—28% of total income.

NBC and its five owned stations had a net income before taxes of $16,036,290—17% of the total tv industry.

Since the remaining two 1954 networks (ABC and DuMont) lost money in 1954, CBS' net income actually amounted to 61% of all network income before taxes and NBC's the remaining 39%.

In a calculation based on returns to investment, Sen. Bricker held that in 1954 CBS and NBC in one year's operation recovered 99% of their investment in tv networking and station property.

He reported that both CBS and NBC and their eight owned stations reported a total net investment in property devoted to tv of $41,711,038 as of Dec. 31, 1953. Since their total net income before taxes in 1954 was $41,413,902, this means a recovery of 99%.

CBS and its three owned stations had a net investment of $23,358,746 at the beginning of 1954. Its net income was $25,377,612—a 108% return on invested income.

CBS' three owned stations had a net investment of $3,322,023 at the beginning of 1954 and a net income before taxes of $12,276,443—or a 370% return.

On its network operations—exclusive of its owned stations—CBS reported a total investment of $20,036,723, and a net income before taxes of $13,101,169—or a 65% return.

Sen. Bricker referred to the testimony of CBS President Frank Stanton before the Senate committee in June 1954, declared it was "difficult to reconcile these official figures with information previously given the committee." He quoted Mr. Stanton's words at that time as indicating that the "television networking business is a complicated and delicate business. Profit margins are relatively small—particularly when one takes into account the enormous investments and operating expenditures involved."

The FCC's 1953 figures, Sen. Bricker said, establishes the fact that CBS and its owned stations had a net income before taxes of $11,885,153—of which $4,877,123 came from its network operations.

Comparable NBC figures given by Sen. Bricker were as follows:

NBC and its five owned stations reported a total net investment of $18,352,292 at the start of 1954, net income before taxes of $16,036,290—or 87% return.

NBC's wholly owned stations had a net investment at the beginning of 1954 of $4,050,920 and net income of $12,018,394—or 297% return.

NBC's network operations were reported having a total investment of $14,301,372, a net income of $4,017,896—or 28% return.

ABC and DuMont station income for 1954 was insufficient to cover network losses, Sen. Bricker stated. ABC and its five owned stations had a net income before taxes of $4,318,823 on an investment of $5,781,282—or more than 75% return on investment. DuMont and its three owned stations reported a net income before taxes of $2,852,795 and an investment of $1,556,660—or 181% return.

Considered of equal importance by Sen. Bricker were the financial returns of network affiliates and non-affiliates. In fact, he made it plain that an affiliation is of no consequence if it doesn't also bring programs.

Sole exceptions to this fact, Sen Bricker said, are in the largest cities.

Taking Zone I as an example, Sen. Bricker developed the following points:

The 34 CBS affiliates carrying from 41% to 100% of CBS' commercial programs earned 34.5% of total 1954 net income of all 410 existing tv stations.

The 39 NBC affiliates carrying from 41% to 100% of NBC's commercial programs earned 30.8% of total 1954 net income of all 410 existing tv stations.

Together, the 73 CBS and NBC affiliates earned $72,377,318 net income in 1954 or 65.3% of all station net income.

This 65.3% figure goes up to 80.1% of the net income for the entire industry if losses are taken into account and the $90.3 million net income for 1954 is used.

A similar comparison is made of CBS and NBC affiliates in the first 20 markets. There also is a discussion of revenues and income for major markets outside Zone I.

The success of a television station depends not only on network affiliation, but in securing network programs. This point was made by Sen. Bricker in a financial report on neighboring CBS affiliates in Omaha-Lincoln, Neb.; Kansas City-St. Joseph, Mo., and Tacoma-Bellingham, Wash. Sen. Bricker called this the overlap problem. All stations are vhf. The first market is the larger and that station throws its signal substantially into the second.

KMTV (TV) Omaha had 1954 network revenue of $597,734 and national spot revenue of $577,065 (desirable adjacencies).

KOLN-TV Lincoln had 1954 network revenue of $6,506 and national spot revenue of $56,837.

But revenue from local advertisers was proportionately about equal. KMTV received $385,540 (population of Omaha over 250,000),

while KOLN-TV received $117,689 (population of Lincoln almost 100,000).

KMTV showed 1954 net income of $631,103; KOLN-TV a net loss of $375,364.•

KMBC-TV Kansas City received $734,561 from networks, and $873,468 from national spot advertising.

KFEQ-TV St. Joseph received $46,297 from networks and $176,498 from national spot accounts.

KMBC-TV and KFEQ-TV were competitive in the sale of local time. KMBC-TV reported local sales of $225,161 (population of Kansas City over 450,000); KFEQ-TV sold local advertising to the sum of $100,703 (population of St. Joseph less than 80,000).

KMBC-TV showed 1954 net income of $558,559; KFEQ-TV a net loss of $38,326.

KTNT-TV Tacoma received $471,007 from networks and $634,209 from national spot advertising.

KVOS-TV Bellingham received $1,470 from networks and $69,916 from national spot advertising.

KTNT-TV and KVOS-TV were proportionately equal in the revenue from the sale of local time—KTNT-TV $107,081 (population of Tacoma almost 150,000); KVOS-TV $59,852 (population of Bellingham almost 35,000).

KTNT-TV showed a 1954 net income of $138,053; KVOS-TV a net loss of $45,115.

Referring to the fact that the stations used as illustrations are all in the vhf band, Sen. Bricker commented that the financial dilemma facing vhf stations overlapped by a signal from a larger city appears as crucial as that facing uhf stations.

The only exceptions to these overlap cases, Sen. Bricker declared, were the largest cities —New York-Philadelphia, Baltimore-Washington and Cincinnati-Dayton.

"Continuation of a situation which finds the smaller station barred from access to network programs and holding an affiliation which is of little value unless it can actually receive the programs foreshadows twin results," Sen. Bricker said. "Many such stations will be forced off the air; television broadcasting will be vested in the hands of a limited number of superpower stations serving vast areas.

"There can be no argument but that it is economically sound for the network to service as many people as possible with as few outlets as possible. But it is equally true these policies act to negate the public interest features of the Communications Act . . ."

Some of the "abnormalities" between large markets and small markets stem from the large city station locating its transmitter at a midway point so as to cover both communities, Sen. Bricker charged. "The effect is to abnormally depress the economic potential of the smaller market," he stated, "since in most cases of overlap the stations in such smaller markets find themselves barred from network programs."

He declared that this permits large city affiliates to charge a "high station rate" and a lower cost per viewer.

"Abnormal profits accrue to large stations which pre-empt adjacent territory," Sen. Bricker declared. He illustrated this with financial data from two New York stations.

Station 1 (understood to be WCBS-TV) made $8,206,416 net income before taxes in 1954—1,834% return on investment.

Station 2 (believed to be WRCA-TV) made $6,086,613 net income before taxes in 1954—or a 1,645% return on investment.

"By any standard," Sen. Bricker stated, "such profits must be labeled exorbitant."

These New York stations cover wide areas, he said. In Bridgeport, Conn., the station on the air (WICC-TV) reported a net loss in 1954 of $80,669, despite the fact that Bridgeport is one of the top 100 markets. This station is denied affiliation, Sen. Bricker declared, because the "supersignal" from New York covers the area.

The same thing holds true for Waterbury, Conn. There the single station (WATR-TV) reported a net loss in 1954 of $15,429.

In Ohio, the senior senator from that state pointed out, three Cleveland stations received 43.5% of the total income received by all 20 Ohio television stations. Cleveland stations overlap those of four stations in the three cities of Akron, Youngstown and Ashtabula. Only one of these four stations showed a profit in 1954, the senator said, and this was $32,669. (It is understood this is WICA-TV Ashtabula.)

In Michigan, Sen. Bricker declared, one "superstation" showed a 1954 net income of $3,227,138 and another of $1,243,586. Both these stations' signals overlap Flint, he pointed out. Sen. Bricker also referred to the WJRT (TV) Flint proposal—but not by name—to locate its transmitter north of Flint. This will overlap the service areas of stations in four other tv markets, he said.

The CBS affiliation will go to this station, the Ohio senator said, and existing CBS affiliates in the overlapped markets will receive little or no programs.

This reflects the trend of the two major networks to "superstations covering as many cities as possible with one signal," the senator observed.

A corollary of this trend, Sen. Bricker noted, was that "superstations" claim large areas but actually put weak signals into rural and sparsely settled areas—causing viewers "tremendous" expense to build antennas, rotors and boosters in order to receive a minimum satisfactory signal.

This "superstation" philosophy has redounded to the detriment of advertisers, Sen. Bricker said. The fewer the stations, the higher the rates. If there were more stations, Sen. Bricker

BRICKER ADDS BILL ON 25% COVERAGE

Ohio congressman's measure is fourth to set station ownership limit on population rather than numerical basis. It also would specifically forbid FCC setting limit by number.

SEN. JOHN W. BRICKER (R-Ohio) is to throw his powerful weight behind the move to amend the Communications Act to forbid single ownership of more television stations than will cover 25% of the U. S. population by introducing a bill to that effect today (Monday).

The senior Republican member of the Senate Commerce Committee, which holds jurisdiction over radio and tv legislation, not only called for the 25% provision, but also included in his bill the express proviso that the Commission may not impose a numerical limitation on the number of stations that can be owned by a single entity.

The FCC at present limits the total number of radio or tv stations which may be owned by one entity to seven. In the case of television, only five of these may be in the vhf band. This rule was attacked by Storer Broadcasting Co. in 1952 (when the FCC refused to accept an application from that company for Miami, Fla., ch. 10). A federal court in Washington ruled that the FCC regulation conflicted with the provision in the Communications Act which requires a hearing be held where an application cannot be granted without a hearing. The FCC appealed to the Supreme Court, which heard argument last February [B•T, March 5]. The Supreme Court's decision is awaited.

Sen. Bricker's bill is similar to one introduced two weeks ago by Rep. Joseph P. O'Hara (R-Minn.) [B•T, April 23]. Last week two additional and similar bills were introduced in the House of Representatives by Reps. Carl Hinshaw (R-Calif.) and John V. Beamer (R-Ind.). All three Congressmen are members of the House Commerce Committee. Rep. O'Hara's bill is HR 10,524; Rep. Hinshaw's is HR 10,733; Rep. Beamer's is HR 10,756.

In commenting on his bill, Sen. Bricker said that the population criterion was more "realistic" than the numerical limit. He added that this might open the door to the establishment of competing networks (see story, page 27) and "additional sources of vital program material to small market stations."

The legislation is designed to encourage competition, Sen. Bricker said. "This would be accomplished," he declared, "by prohibiting the Commission from adopting rules or policies setting abstract numerical limits upon the number of stations which any one person may own or control, entirely unrelated to factors of populations and markets covered by such stations, and by substituting for such sterile abstraction a realistic and workable public interest criterion of maximum coverage or service to 25% of the country's population."

In a reference to his major theme—alleged network domination—Sen. Bricker went on:

"The history of the television industry has shown that the three national television networks (NBC, CBS and ABC) have been able to build or purchase their five [vhf] stations in the country's top markets, thus permitting each network to cover from 25 to 40 million persons with its own stations. Such stations have been built or purchased as allegedly necessary adjuncts of the companies' networking businesses. Through their station ownership in the top markets and through their networking operations, such networks now receive far greater amounts of advertising revenues than any independent operators . . .

"By substituting maximum net population coverage for the arbitrary maximum of five [vhf] stations as the public interest criterion of multiple station ownership, the independent operator would then have the opportunity to become competitive in size with the networks, even though he cannot afford to buy the lucrative stations in the top markets. As a by-product, an independent operator can then become a network operator and thus a competitor of the present networks, thereby making available an additional source of network program material so vitally necessary to the life of television stations presently without network affiliation."

The 25% figure, Sen. Bricker pointed out, does not affect any multiple holdings now in existence. NBC, the largest station owner in terms of populations served, includes 23% of the country's population within the service areas of its owned stations, he said.

Sen. Bricker also pointed out that the Commission would still be permitted to make the public service determination as to ownership in regard to whether any applicant's proposal would substantially lessen competition or tend to create a monopoly.

BRICKER'S BREAKDOWN ON THE TV INDUSTRY

APPENDIX

CHART I

Broadcast revenues, expenses and income of the entire TV network industry (1953–54), broken down by TV networks, TV network-owned TV stations, and TV networks plus their 16 network-owned stations

	Broadcast revenues of 4 TV networks				Broadcast expenses of 4 TV networks				Broadcast income (before Federal income tax) of 4 TV networks				Ratio of 1954 income to total investment in broadcast property as of Dec. 31, 1953	
	Amount	Percent of TV networks	Percent of all TV stations	Percent of entire industry	Amount	Percent of 4 TV networks	Percent of all TV stations	Percent of entire TV industry	Amount	Percent of TV networks	Percent of all TV stations	Percent of entire TV industry	Investment	Ratio
1954														
CBS and NBC network operations	$188,065,883	85.00		31.71	$170,946,818	79.2		33.99	$17,119,065	100.00		19.00	$34,338,095	0.50
4 TV network operations	221,117,717	100.00		37.29	215,961,798	100.00		42.94	5,115,919	29.88		5.93	[1] 35,690,325	14
CBS	97,394,589	43.8		16.42	84,293,430	39.0		16.76	13,101,159	76.50		14.54	20,036,723	.65
NBC	90,671,294	41.2		15.29	86,653,388	40.2		17.23	4,017,896	23.50		4.46	14,301,372	.28
ABC	24,750,893	11.2		4.17	31,573,978	14.6		6.28	(6,823,085)				(2)	
DuMont	8,300,941	3.8		1.41	13,441,002	6.2		2.67	(5,140,061)				1,352,230	
CBS- and NBC-owned stations	55,523,219	64.89	14.93	9.36	31,228,382	57.73	10.87	6.21	24,294,837	77.20	28.60	26.96	7,372,943	3.30
16 network-owned TV stations	85,558,936	100.00	23.00	14.43	54,092,481	100.00	18.81	10.75	31,466,455	100.00	37.04	34.91	14,710,885	2.13
CBS (3 TV stations)	25,809,248	30.17	6.94	4.35	13,532,805	25.01	4.72	2.69	12,276,443	39.00	14.45	13.62	3,322,023	3.70
NBC (5 TV stations)	29,713,971	34.72	7.99	5.01	17,695,577	32.72	6.15	3.52	12,018,394	38.20	14.15	13.34	4,050,920	2.97
ABC (5 TV stations)	19,768,165	23.11	5.31	3.33	15,449,342	28.56	5.39	3.07	4,318,823	13.70	5.08	4.79	5,781,282	.75
DuMont (3 TV stations)	10,267,552	12.00	2.76	1.74	7,414,757	13.71	2.55	1.47	2,852,795	9.10	3.36	3.16	1,556,660	1.83
CBS and NBC plus 8 owned stations	243,589,002	79.4		41.08	202,175,200	74.9		40.19	41,413,802	100.00		45.95	41,711,038	.99
4 TV networks plus 16 network-owned TV stations	306,676,653	100.00		51.72	270,054,279	100.00		53.68	36,622,374	88.43		40.64	50,401,210	.73
CBS plus 3 TV stations	123,203,847	40.2		20.78	97,826,235	36.2		19.45	25,377,612	61.40		28.16	23,358,746	1.08
NBC plus 5 TV stations	120,385,255	39.2		20.30	104,348,965	38.7		20.74	16,036,290	38.60		17.79	18,352,292	.87
ABC plus 5 TV stations	44,519,058	14.5		7.51	47,023,320	17.4		9.35	(2,504,262)				5,781,282	
DuMont plus 3 TV stations	18,568,493	6.1		3.13	20,855,759	7.7		4.14	(2,287,266)				2,908,890	
1953														
CBS and NBC network operations	141,831,854	87.93		32.79	136,572,620	83.16		37.45	5,259,234			4.31	*Investment as of Dec. 31, 1952* 32,393,855	.16
4 TV network operations	161,302,449	100.00		37.29	164,234,376	100.00		45.03	(2,931,927)	100.00		(4.23)	[3] 32,393,855	
CBS	68,067,235	42.20		15.74	63,190,112	38.48		17.33	4,877,123	92.73		7.17	18,949,305	.25
NBC	73,764,619	45.73		17.05	73,382,508	44.68		20.12	382,111	7.27		.56	13,444,550	.03
ABC	12,399,727	7.69		2.87	16,783,526	10.22		4.60	(4,383,799)				(2)	
DuMont	7,070,868	4.38		1.63	10,878,230	6.62		2.98	(3,807,362)				(2)	
CBS and NBC owned stations	43,492,682	61.81	16.02	10.05	28,020,430	56.68	9.79	7.70	15,472,252	83.83	21.83	22.75	6,470,479	2.39
16 network-owned TV stations	70,365,897	100.00	25.92	16.26	49,426,627	100.00	17.24	13.55	20,939,270	100.00	29.54	29.46	15,589,385	1.34
CBS (3 TV stations)	19,089,071	27.13	7.03	4.41	12,081,041	24.44	4.24	3.31	7,008,030	33.41	9.89	10.30	[4] 3,101,822	2.26
NBC (5 TV stations)	24,403,611	34.68	8.99	5.64	15,939,389	32.24	5.55	4.39	8,464,222	40.42	11.94	12.45	3,368,657	2.51
ABC (5 TV stations)	17,853,653	25.37	6.57	4.13	15,375,575	31.10	5.35	4.22	2,478,078	11.83	3.50	3.64	6,087,829	.40
DuMont (3 TV stations)	9,019,562	12.82	3.32	2.08	6,030,622	14.22	2.10	1.65	2,988,940	14.34	4.21	4.39	3,031,077	.98
CBS and NBC and 8 owned stations	185,324,536	79.99		42.83	164,593,050	77.04		45.13	20,731,486	100.00		30.49	38,864,334	.53
4 TV networks plus 16 network-owned TV stations	231,668,346	100.00		53.55	213,661,003	100.00		58.60	18,007,343	86.86		26.48	47,983,235	.37
CBS plus 3 TV stations	87,156,306	37.62		20.14	75,271,153	35.23		20.64	11,885,153	57.33		17.48	[4] 22,051,127	.54
NBC plus 5 TV stations	98,168,230	42.37		22.69	89,321,897	41.81		24.49	8,846,333	42.67		13.01	16,813,207	.32
ABC plus 5 TV stations	30,253,280	13.06		7.00	32,159,101	15.05		8.82	(1,905,721)				6,087,829	
DuMont plus 3 TV stations	16,090,430	6.95		3.72	16,908,852	7.91		4.64	(818,422)				3,031,077	

[1] ABC network property assigned to stations.
[2] Property assigned to stations.
[3] ABC and DuMont property assigned to stations.
[4] Includes $1,352,985 net investment in broadcast property for WBBM-TV Chicago acquired Feb. 9, 1953, but reported by previous owners at $104,621 as of Dec. 31, 1952.

[illegible] ILLUSTRATION

THIS APPENDIX from the Bricker report lists financial data on network broadcast revenues, expenses and income for 1954 and 1953, broken down into various combinations. It and the table below are reproduced from galley proofs of the document.

CHART B

1954 financial data, overlapping CBS affiliates

Market rank	City	City population	Station channel	Affiliation as of October 1954	Revenues from sale of time to			Total broadcast revenues	Total broadcast expenses	Total broadcast income (before Federal taxes)
					Networks	National spot	Local			
45	Omaha, Nebr.	251,117	KMTV 3	CBS, ABC, DuM	$597,734	$577,065	$385,540	$1,611,925	$980,822	$631,103
139	Lincoln, Nebr.	98,884	KOLN-TV 10	CBS, ABC, DuM	6,506	56,837	117,689	181,382	556,746	(375,364)
17	Kansas City, Mo.	456,622	KMBC-TV 9	CBS	734,561	873,468	225,161	1,758,895	1,200,336	558,559
157	St. Joseph, Mo.	78,588	KFEQ-TV 2	CBS	46,297	176,498	100,703	337,104	375,430	(38,326)
67	Tacoma, Wash.	143,673	KTNT-TV 11	CBS, DuM	471,007	634,209	107,081	1,092,525	954,472	138,053
338	Bellingham, Wash.	34,112	KVOS-TV 12	CBS	1,470	60,916	59,852	138,376	183,491	(45,115)

EXAMPLES of how wide coverage stations get most of the network programs, and therefore revenues, to the detriment of neighboring small town outlets with the same network affiliations, are shown by this chart from the Bricker report.

implied, individual rates would be smaller and thus in the aggregate not much greater, if at all, than now.

In bolstering this view, Sen. Bricker said CBS affiliates in the first 50 markets "recouped" an average of 233% of their investments.

Free competition for advertising revenues does not exist in television today, Sen. Bricker declared. More stations in more communities will permit the law of supply and demand to adjust rates, he said.

The CBS allocation plan—submitted last year to the FCC—is referred to as "amputation at the neck," by the Ohio senator. "In this document," Sen. Bricker declared, "CBS candidly confirms its intention to create a chain of a few wide-circulation and highly-profitable station affiliates." He cited the CBS economic study—which maintained that economically the U. S. can support 588 stations—and the accompanying map as showing the "arrogance" of CBS' plan. He said that under the CBS plan, wide areas of the country will receive no service or poor service.

If NBC and ABC were to follow the CBS prospectus, Sen. Bricker declared, "the net result would only be the virtual elimination of small market television stations and the drying up of television service to sparsely settled and outlying areas of population.

"It is impossible to conceive of a more direct frustration of the intent of the Congress to see that as many towns as possible have television stations and to insure that the entire country receives acceptable television service."

After summarizing the data he had presented, Sen. Bricker made these comments:

"It cannot be argued too strongly that the circumstances outlined constitute an unhealthy condition. Unless the Congress acts forthwith and forthrightly, the situation is one which may well presage the exclusion of a nationwide competitive television system . . .

"The dollar sign has so obstructed the vision of the networks and large stations as to constitute a violation of the public trust. The airwaves belong to the people, but have been converted to a money-making grab."

The two major networks are exercising good business judgment in attempting to make the maximum income possible at the least expense, Sen. Bricker said. But, he added, this judgment "acts to contravene, even destroy, the intent and objectives of the Congress to preserve competition and prevent monopoly in a truly nationwide and competitive system of television."

Television should be an important local institution and a medium of local self-expression, Sen. Bricker emphasized.

ADVERTISERS & AGENCIES

15% COMMISSION METHOD DOMINATES AAAA MEETING

Media as well as agencies hail contributions of present system of agency compensation, both in formal addresses and panel discussions during three-day White Sulphur Springs convention.

THE COMMISSION system of compensating advertising agencies, brought into the public spotlight by the government's antitrust suit against advertising and the subsequent consent decree settling the American Assn. of Advertising Agencies' phase of the litigation earlier this year, dominated much of the AAAA 38th annual meeting last week.

Literally from beginning to end of the three-day meeting at the Greenbrier, White Sulphur Springs, Va., representatives of media as well as agencies cited its merits and hailed its contributions to the independent status and creative accomplishments of agencies.

In his acceptance statement upon election to the AAAA chairmanship on Thursday morning (see page 43), Robert D. Holbrook of Compton Adv. took occasion to warn that the consent decree "may, even without cause, provide inspiration for those who want to attack the media commission method which makes possible the independent advertising agency." But he was confident, he added, "that the independent agency business has many good friends among media owners and advertisers who recognize the essential nature of the service performed by independent advertising agencies. They realize the need for the independent thinking, the creative skills and the ability to handle countless details which the independent advertising agency alone can deliver."

MR. HOLBROOK

In the convention-closing speech on Saturday morning, Henry G. Little of Campbell-Ewald, Detroit, retiring chairman of the association, spelled out advantages of the commission system and described it as "the sparkplug of the agency's creative contribution."

The whole broad subject of the antitrust action was explored extensively in closed panel sessions on Thursday, which featured AAAA legal counsel as well as top agency executives, and the commission system specifically was dealt with in two other speeches on the agenda.

But the compensation system, large though it loomed, was by no means the only subject to engage the attention of the estimated 675 AAAA members and guests on hand for the meeting. Other key agenda developments:

• Norman H. Strouse, president of J. Walter Thompson Co., examined the agency business' "explosive personnel requirements of the next decade," figured 2,100 new specialized personnel must be added each year, and urged agencies to put recruitment and training—including proselyting from non-agency fields (but not from each other)—high on their management agendas (see story, page 32).

• Dr. Rudolf Farner, president of Rudolf Farner Adv., Zurich, Switzerland, one of the international agency leaders gathered from some 35 countries as guests of the AAAA (also see story, page 43), stressed "the importance of international advertising to economic development and a free world."

• Sherwood Dodge, vice president and general manager of Foote, Cone & Belding, presented a report on the Advertising Research Foundation's three-year, $100,000-plus study of printed advertising rating methods.

• In a series of talks on creative subjects, John F. Tinker Jr. of McCann-Erickson urged that creative people not be weighted down with the "arithmetic of business" (see story, page 32); James R. Adams of MacManus, John & Adams, Detroit, explored "Causative Conviction, the Vital Element," and Margaret Hickey of *Ladies' Home Journal* appraised "The Near Look and the Far Vision."

• Keith Funston, president of the New York Stock Exchange, suggested ways in which he felt agencies can play "a challenging role" in broadening stock ownership among the American public.

• The importance of confidence as "the essential ingredient in advertiser-agency relationships" was spelled out in a closed session by Edwin Ebel, General Foods Corp. vice president for advertising and consumer relations and board chairman of the Assn. of National Advertisers.

Retiring President Little, closing out the convention on Saturday, devoted his address to an examination of "the effect of the commission method (of compensation) on creativity," pointing out that "the success of advertising in our economy depends, more than anything else, on its creative worth."

Mr. Little said:

"Judging by results, the commission method has in every way proved its worth.

"Agencies are happy with it, since it has enabled the U. S. to develop so many of what are some of the most skillful and creative advertising agencies in the world.

"Media are, or should be, happy, since there has been a steady increase in the volume of advertising. Every year since the end of World War II has set new records.

"Advertisers should be happy, since they are enjoying unprecedented prosperity. In 1953-54, when there were economic doubts, advertisers stepped up their advertising efforts, consumers continued to buy, and the economy has since gone on to reach new highs."

He made it clear that "actually neither the antitrust action nor the AAAA settlement have anything to do with the media commission method of compensating agencies." However, he asserted, "some advertisers" apparently have construed the Justice Dept. action as giving them "opportunity" to "raise" questions.

This, Mr. Little said, is despite the fact that "the advertising business, operating under the media commission method, has advanced so far in the last 20 years that it seems fully to have justified the conclusion reached in the early 1930s "that the media commission method . . . while not perfect, is the most practicable one for maintaining the true and long-run interests of all advertisers and all media."

In any case, he said, it is media individually which "will determine the issue now and in the future, as they have done in the past."

For their commissions, Mr. Little asserted, agencies render many services; develop new advertisers and therefore new business for media; reduce mortality among advertisers (media's customers); simplify credit operations among media, and reduce media costs for the preparation of advertising.

But the agency's "great service," he said, is its "dedication to successful creative work—to the overruling idea of creating advertising that

sells." The commission method of compensation, he continued, rewards the agency "in proportion to the use made of its organization . . . behind the service and development of advertising."

Marvin Pierce, president of McCall Corp., also devoted his address to the commission system, tracing its history from its beginnings at the start of the current century. He attributed to radio and television—and the increased specialization they require within agencies—a share of the credit "for the absence of any formidable challenge to the method since 1934."

Switzerland's Dr. Farner, while dealing primarily with the agency's role in international advertising, also took occasion in his Saturday speech to voice his agreements that "the commission system, in its present form, is considered to be the best—not for advertising agents alone, but for advertising itself."

Meanwhile, New York Stock Exchange President Funston, addressing the Friday morning meeting, reviewed the nation's economic outlook, said "it is clear that in order to sell tomorrow's products, your clients must first build tomorrow's plants—and advertising agencies can lend vital assistance in stimulating the sound mass investment which will aid industry to tap the pooled savings of our people."

Why, he asked, shouldn't advertisers promote their corporate as well as their brand names, thus creating public awareness of and confidence in the company itself? In the same vein, he continued, "Isn't there a place in your advertising, merchandising and packaging where the easy availability of corporate shares for Joe Public can be explained engagingly?"

Dealers also need to be sold on the company as well as on its products, he said, so they will know that they too "can own a share." And, he asked, are companies "wooing stockholders with the same intensity" that they reserve for customers?

These are areas, Mr. Funston concluded, which agencies might explore in helping their clients to raise the growth capital they will need in the years ahead.

TV ADDS TO HEADACHES, AAAA TOLD BY TINKER

McCann-Erickson vice president and creative director sees complexities of agency operation putting too heavy a load on creative people.

THE GROWING complexity of the advertising business must not be allowed to overwhelm the creative man, and all agency personnel must be educated in new and more efficient ways to get the best results from him.

This was the warning sounded to the American Assn. of Advertising Agencies' annual meeting last week by John H. Tinker Jr., senior vice president and creative director of McCann - Erickson, as he scanned the business in a speech he called "The View from Cloud Thirteen."

MR. TINKER

"From Cloud Thirteen," he said, "it's obvious that not only have extra services made our business increasingly complex, but the pure creative operation has also become more complicated, placing a heavy responsibility on creative management personnel."

He told the agency gathering that "television alone has daily tripled our creative headaches." Describing the tv executive's life as one of "hysteria, doom, despair and dyspepsia," he ticked off some of the problems: "Ten to 25 pictures for a storyboard. Music, recordings, sound tracks, union, rehearsals. Four thousand bucks to shoot a 60-second spot. Royalties for the actors, etc, etc, etc." he added:

"Then if you take the poor beat-up creative genius who's got to pull it all together, and ask him to sort out per capita sales figures, marketing strategy, red, white and green charts—mister, you're going to have a real glassy-eyed individual. . . .

"In tv more than any other area we must spare our harried creative breed from too much extra heavy thinking, if they are going to turn out bright, fresh, distinctive commercials.

"Years ago my family and I would see from 20 to 30 commercials in an average evening. Today we have from 40 to 70 thrown at us. I saw five during a one-minute station break. . . .

"This is like having five salesmen shouting at you one after another in a minute's time.

"The fact is, with the increased costs in tv, there has been a trend to more and shorter commercials. And with color tv looming larger every day—let us all pray!—the costs will only skyrocket and the number of short commercials, the number of participants in any big program, will grow.

"To have your message seen, heard and remembered above the din calls for the finest creative skill you can muster.

"If too much undigested information can be dangerous, too little time can be even deadlier. There are still only 24 desperate hours in the day. The more services or functions we add to our business, the more we're apt to crowd the creative function, the final act, into a corner."

Mr. Tinker called for simplification both in advertising and in intra-agency affairs; for management guidance of creative people, and for better understanding of their problems.

Although many of the seasoned men of management are "a lost generation" so far as television is concerned, he said they nevertheless are "called upon to guide, manage and to sit in judgment" on the "new and sometimes frightening medium."

At McCann-Erickson, he reported, weekly sessions have been instituted where management, account men, print writers and artists

[*A&A continues on page 43*]

Big Personnel Problem for Agencies Predicted by Strouse

HOW MUCH billing will U. S. advertising agencies be handling in 1965, and how many people will they need to do it?

Norman H. Strouse, president of J. Walter Thompson Co., analyzed the problem for the American Assn. of Advertising Agencies' annual meeting last Saturday (April 28) and showed that agencies will have to add some 2,100 new "specialized" personnel—and a like number of clerical help and other non-specialists—each year between now and then to do the job.

MR. STROUSE

The 2,100 new specialists per year, he figured, would include some 144 radio and television production people a year, plus 528 account representatives, 105 media selection people, 480 copywriters, 106 in research, and others.

Mr. Strouse estimated, using President Eisenhower's economic report of January 1955 as a starting point, that total advertising volume—which rose from $5.7 billion in 1950 to $9 billion in 1955— may rise to $12 billion in 1960 and $15.2 billion in 1965.

National advertising volume he calculated, will continue its rise from $3.3 billion in 1950 and $5.3 billion in 1955 by going to $7.2 billion in 1960 and $9.1 billion in 1965.

He cited AAAA figures to show that the total volume of agency business amounted to $3.5 billion in 1955, or about two-thirds of the national advertising volume. Projecting further, he estimated agency volume at $4.8 billion in 1960 and $6 billion in 1965.

He figured "conservatively" that it takes about 12.5 persons to handle each million dollars of volume—or 43,750 persons for 1955 agency business, 60,000 for 1960 and 75,000 for 1965.

The increase needed, he said, comes down to 3,125 persons a year. He estimated that half of these must be "specialists"—approximately 1,560 a year, on the average—and that to these must be added an annual total of about 547 to replace losses through death, retirement or change in occupations.

"If your recruitment and training program is not set up to accomplish [your personnel requirement]," Mr. Strouse warned in his address, "you will be forced into a position of cannibalizing the advertising business generally to meet your needs."

Cannibalizing—raiding other agencies—harms the advertising profession generally, he asserted, but he made plain that he was not referring to "the normal, healthy shifts and changes" that result from impatience, dissatisfaction, failure on specific assignments, or "occasional" inability to provide needed opportunities or compensation.

Proselyting from non-agency fields is another matter, he said. He saw no need for "restraint" there, pointing out that "each occupation or profession has its own responsibility—and we are drawn on often enough to meet needs in non-agency areas."

Moreover, he said, proselyting will be necessary because "we cannot recruit and 'grow our own crops' fast enough."

The agency field already has shown that it can do "quite a remarkable job of procurement," Mr. Strouse said. He pointed out that the total population of 4A agencies rose from 12,000 to about 30,000 between 1945 and 1955. This means, he said, that "close to two-thirds of the agency personnel at work today have had less than 10 years in the business."

He said this procurement job "probably could not have been done except for the character of the agency business and its methods of compensation."

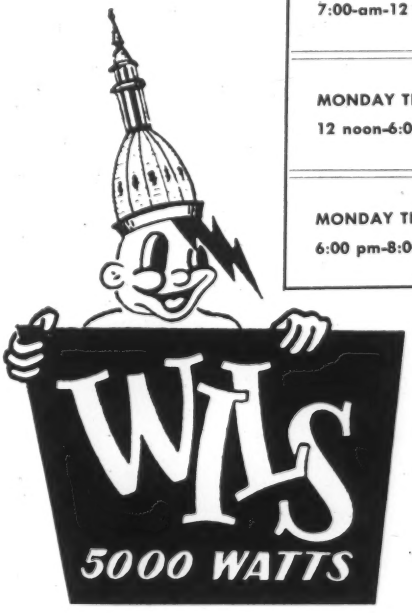
WILS
LANSING 5000 WATTS

37.1%
AUDIENCE INCREASE SINCE 1955

AS DOCUMENTED BY C. E. HOOPER, INC.

MARCH 1956 SHARE OF AUDIENCE

MONDAY THRU FRI. 7:00-am-12 noon	WILS 48.8	NETWORK STATION B 24.4	NETWORK STATION C 18.7
MONDAY THRU FRI. 12 noon-6:00 pm	WILS 61.8	NETWORK STATION B 16.3	NETWORK STATION C 14.4
MONDAY THRU FRI. 6:00 pm-8:00 pm	WILS 48.7	NETWORK STATION B 23.3	NETWORK STATION C 22.9



Michigan's Liveliest Station

LEADS IN 51 OUT OF 52
QUARTER HOURS • HOOPER, MARCH 1956

//

CALL
VENARD-RINTOUL-McCONNELL, INC.

Located in the heart of the world's richest agricultural area, KFAB's program schedule has always been wide-scope. With an audience dictated balance of entertainment, markets and other farm service features. The station's Farm Department is recognized nationally as one of the finest.

Over thirty-two years of continuous programming to a five-state area has made KFAB one of the nation's outstanding farm stations and has produced sales and folding money for regional and national advertisers. Mail response, success stories and all-around results substantiate surveys to prove KFAB IS THE TOP FARM STATION IN THE AREA.

For the true facts on the Nebraska Farm Market and KFAB . . . facts that will mean folding money in your pocket, ask Peters, Griffin, Woodward or contact General Manager, Harry Burke. Ask for a detailed report on the midwest farm market and your copy of the new brochure — "Farm Facts and Folding Money."

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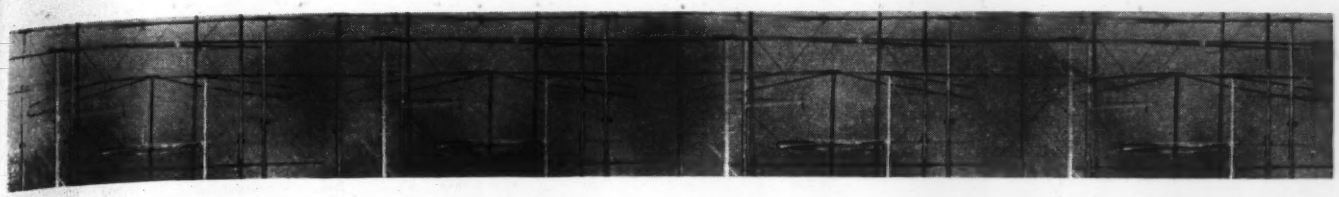


TV HOUSEHOLDS BY U. S. COUNTIES

DISTRIBUTION of U. S. television households among the 3,070 counties of the nation's 48 states, estimated by Advertising Research Foundation as of June 1955, is reported in the following tabulation. Shown are the total number of households in each county, the number of households with one or more tv sets and the percentage of households with tv.

Data used by the ARF as the basis for its estimates came from two sources, the U. S. Bureau of the Census and independent research organizations. The census people, at ARF's request, included questions about tv ownership in 230 primary sampling units while making a regular current population survey last June. From these interviews the number of tv homes was estimated.

To obtain the county figures, ARF took those counties for which both the Census Bureau and the independent research organizations had estimates and matched the figures. The correlation revealed by this match was turned into a mathematical equation by which all county figures could be worked out. The value of its data, ARF says, is that the figures "establish a standard set of figures, impartially arrived at and acceptable on an industry-wide basis." Although tv homes have obviously increased in most U. S. counties since the date of these figures, the ARF estimates are the most timely and authoritative now available.

– Indicates percentage of tv households is less than 10%.
* Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

State and County	House-holds	% With Tv	No. With Tv
ALABAMA	**799,200**	**45**	**362,400**
Autauga	4,100	24	980
Baldwin	11,500	43	4,990
Barbour	6,500	13	860
Bibb	3,900	53	2,090
Blount	7,100	46	3,240
Bullock	3,600	28	1,000
Butler	6,500	28	1,850
Calhoun	22,000	53	11,770
Chambers	9,600	38	3,670
Cherokee	3,800	47	1,790
Chilton	6,500	44	2,890
Choctaw	4,200	26	1,080
Clarke	6,400	27	1,750
Clay	3,000	35	1,040
Cleburne	2,700	34	920
Coffee	7,100	29	2,040
Colbert	10,600	24	2,520
Conecuh	4,500	24	1,100
Coosa	2,500	37	920
Covington	10,000	25	2,460
Crenshaw	4,500	31	1,400
Cullman	11,700	55	6,450
Dale	4,800	29	1,390
Dallas	14,100	34	4,740
De Kalb	11,200	36	3,990
Elmore	7,100	43	3,020
Escambia	7,400	39	2,920
Etowah	27,500	55	15,260
Fayette	4,400	28	1,220
Franklin	6,100	28	1,740
Geneva	6,000	16	960
Greene	3,500	17	610
Hale	4,500	19	840
Henry	3,800	29	1,090
Houston	11,900	36	4,320
Jackson	8,700	34	2,950
Jefferson	166,400	64	107,260
Lamar	3,600	36	1,290
Lauderdale	14,800	18	2,620
Lawrence	6,300	31	1,950
Lee	11,300	40	4,570
Limestone	8,400	40	3,330
Lowndes	3,600	23	820
Macon	6,700	25	1,640
Madison	18,900	33	6,310
Marengo	6,800	16	1,070
Marion	6,600	40	2,630
Marshall	11,600	43	4,950
Mobile	73,000	54	39,640
Monroe	5,400	19	1,030
Montgomery	41,600	51	21,300
Morgan	14,400	53	7,700
Perry	4,100	20	800
Pike	7,200	23	1,630
Randolph	5,000	39	1,930
Russell	10,300	39	4,010
St. Clair	6,400	43	2,770
Shelby	7,400	64	4,710
Sumter	5,200	27	1,420
Talladega	16,100	60	9,610
Tallapoosa	8,400	39	3,240
Tuscaloosa	23,600	37	8,710
Walker	15,300	58	8,860
Washington	3,400	26	890
Wilcox	4,700	14	650
Winston	4,300	50	2,150
ARIZONA	**280,600**	**50**	***139,720**
Apache	5,800	—	—
Cochise	10,400	13	1,330
Coconino	7,600	14	1,060
Gila	7,500	34	2,520
Graham	3,600	16	580
Greenlee	4,100	12	500
Maricopa	134,500	66	88,770
Mohave	2,500	—	—
Navajo	7,500	—	—
Pima	61,700	48	29,370
Pinal	14,400	53	7,620
Santa Cruz	2,600	26	670
Yavapai	7,400	16	1,200
Yuma	11,000	46	5,020
ARKANSAS	**512,800**	**36**	***186,000**
Arkansas	6,800	49	3,300
Ashley	6,300	39	2,470
Baxter	3,100	13	390
Benton	11,400	20	2,310
Boone	4,600	27	1,260
Bradley	3,900	28	1,110
Calhoun	1,500	30	450
Carroll	3,900	17	650
Chicot	5,600	26	1,440
Clark	5,700	32	1,840
Clay	6,800	35	2,380
Cleburne	2,700	23	630
Cleveland	2,200	21	460
Columbia	7,300	33	2,390
Conway	4,100	39	1,610
Craighead	13,200	61	8,010
Crawford	6,100	26	1,590
Crittenden	12,700	47	5,980
Cross	5,900	47	2,770
Dallas	2,900	36	1,040
Desha	6,000	27	1,590
Drew	4,500	18	830
Faulkner	6,200	41	2,540
Franklin	2,900	23	660
Fulton	2,400	14	350
Garland	14,800	41	5,990
Grant	2,300	44	1,010
Greene	7,300	30	2,190
Hempstead	6,200	23	1,430
Hot Spring	6,700	35	2,330
Howard	3,100	49	1,510
Independence	6,000	36	2,150
Izard	2,400	—	—
Jackson	6,900	37	2,550
Jefferson	22,000	34	7,520
Johnson	4,100	—	—
Lafayette	3,200	31	1,000
Lawrence	5,300	38	2,040
Lee	5,800	40	2,300
Lincoln	3,800	20	750
Little River	2,800	51	1,430
Logan	4,500	18	810
Lonoke	6,700	48	3,200
Madison	2,600	12	330
Marion	2,100	—	—
Miller	10,000	68	6,820
Mississippi	20,900	54	11,370
Monroe	4,800	28	1,360
Montgomery	1,600	—	—
Nevada	3,500	29	1,020
Newton	1,900	—	—
Ouachita	9,900	24	2,360
Perry	1,300	25	330
Phillips	12,600	30	3,820
Pike	2,500	23	580
Poinsett	8,900	51	4,570
Polk	3,800	15	560
Pope	5,800	19	1,090
Prairie	3,300	40	1,310
Pulaski	63,700	42	26,950
Randolph	3,700	36	1,350
St. Francis	8,900	40	3,540
Saline	6,400	42	2,690
Scott	2,400	12	290
Searcy	2,600	14	370
Sebastian	20,300	63	12,710
Sevier	3,100	28	860
Sharp	2,200	—	—
Stone	1,800	—	—
Union	14,200	34	4,870
Van Buren	2,400	35	840
Washington	15,200	26	3,890
White	10,300	29	2,980
Woodruff	4,100	22	910
Yell	3,400	23	770
CALIFORNIA	**4,200,500**	**71**	***2,984,910**
Alameda	282,700	73	206,370
Alpine	200	32	60
Amador	2,900	50	1,450
Butte	23,900	49	11,620
Calaveras	3,500	46	1,600
Colusa	3,900	51	1,990
Contra Costa	105,400	65	69,040
Del Norte	5,300	22	1,160
Eldorado	6,500	40	2,600
Fresno	92,500	65	60,310
Glenn	5,200	46	2,370
Humboldt	29,200	56	16,410
Imperial	18,200	45	8,120
Inyo	4,500	13	590
Kern	73,800	65	47,820
Kings	14,700	67	9,830
Lake	4,700	34	1,600
Lassen	7,300	—	—
Los Angeles	1,721,400	79	1,364,930
Madera	11,400	67	7,670
Marin	32,800	68	22,440
Mariposa	1,700	38	640
Mendocino	15,700	20	3,120
Merced	23,200	57	13,340
Modoc	3,500	—	—
Mono	800	17	140
Monterey	51,100	51	25,910
Napa	16,400	34	5,640
Nevada	7,000	49	3,400
Orange	116,500	71	82,600
Placer	14,700	57	8,310
Plumas	4,700	27	1,280
Riverside	72,000	62	44,860
Sacramento	111,400	64	71,520
San Benito	4,700	48	2,250
San Bernardino	121,000	61	74,420
San Diego	243,500	78	190,420
San Francisco	280,100	77	215,400
San Joaquin	69,700	64	44,680
San Luis Obispo	20,700	46	9,540
San Mateo	106,300	68	72,500
Santa Barbara	33,800	61	20,750
Santa Clara	118,500	69	82,240
Santa Cruz	25,700	59	15,160
Shasta	14,600	33	4,760
Sierra	800	30	240
Siskiyou	11,000	16	1,770
Solano	38,800	72	27,780
Sonoma	41,300	49	20,400
Stanislaus	45,100	51	23,140
Sutter	9,100	45	4,130
Tehama	6,900	53	3,680
Trinity	2,300	22	500
Tulare	44,600	59	26,400
Tuolumne	4,400	48	2,110
Ventura	43,100	73	31,590
Yolo	15,700	46	7,240
Yuba	10,100	43	4,360
COLORADO	**452,900**	**53**	***239,720**
Adams	14,000	72	10,010
Alamosa	2,800	—	—
Arapahoe	20,400	56	11,440
Archuleta	700	—	—
Baca	2,600	—	—
Bent	2,200	19	430
Boulder	15,700	57	8,870
Chaffee	2,200	24	530
Cheyenne	1,100	—	—
Clear Creek	1,200	43	520
Conejos	2,400	—	—
Costilla	1,200	—	—
Crowley	1,400	45	630
Custer	600	27	160
Delta	5,500	20	1,080
Denver	156,700	73	114,080
Dolores	600	—	—
Douglas	1,200	39	460
Eagle	1,200	13	160
Elbert	1,100	44	490
El Paso	30,700	54	16,460
Fremont	5,500	35	1,950
Garfield	3,700	—	—
Gilpin	200	24	50
Grand	1,100	29	320
Gunnison	1,700	—	—
Hinsdale	100	13	10
Huerfano	3,000	20	600
Jackson	700	27	190
Jefferson	22,500	62	13,970
Kiowa	900	27	240
Kit Carson	2,700	—	—
Lake	1,800	35	630
La Plata	4,200	12	500
Larimer	14,600	63	9,200
Las Animas	6,900	13	910
Lincoln	1,900	19	370
Logan	5,200	56	2,890
Mesa	13,000	39	5,040
Mineral	200	—	—
Moffat	1,800	—	—
Montezuma	3,000	—	—
Montrose	4,500	19	870
Morgan	5,300	50	2,640
Otero	7,700	42	3,210
Ouray	600	—	—
Park	500	28	140
Phillips	1,500	17	260
Pitkin	500	—	—
Prowers	5,000	—	—
Pueblo	28,600	50	14,240
Rio Blanco	1,700	—	—
Rio Grande	3,600	—	—
Routt	2,600	—	—
Saguache	1,400	—	—
San Juan	400	—	—
San Miguel	700	—	—
Sedgwick	1,500	—	—
Summit	400	21	80
Teller	600	37	220
Washington	2,500	33	840
Weld	19,800	60	11,920
Yuma	3,300	21	680
CONNECTICUT	**666,200**	**80**	**530,180**
Fairfield	169,500	80	135,430
Hartford	180,300	82	147,670
Litchfield	33,200	78	25,760
Middlesex	21,400	80	17,140
New Haven	178,300	83	147,810
New London	48,000	63	30,140
Tolland	14,800	72	10,700
Windham	20,700	75	15,530
DELAWARE	**104,800**	**79**	**83,050**
Kent	12,700	80	10,150
New Castle	70,700	81	57,410
Sussex	21,400	72	15,490

FOR YOUR CONVENIENCE in retaining these county-by-county tv set circulation figures, the entire section is perforated. It can be torn out and kept in your files.

TV HOUSEHOLDS

State and County	House-holds	% With Tv	No. With Tv
DIST. OF COLUMBIA	**249,800**	**82**	**206,090**
FLORIDA	**1,039,600**	**52**	***541,450**
Alachua	16,700	34	5,590
Baker	1,400	66	920
Bay	17,900	39	6,930
Bradford	3,400	61	2,090
Brevard	8,700	48	4,190
Broward	48,000	66	31,630
Calhoun	2,200	42	920
Charlotte	1,600	34	550
Citrus	1,700	32	540
Clay	4,800	56	2,680
Collier	2,500	44	1,100
Columbia	5,000	41	2,030
Dade	222,400	71	159,010
De Soto	2,700	20	550
Dixie	800	33	260
Duval	103,600	69	72,000
Escambia	38,000	58	21,960
Flagler	1,100	32	350
Franklin	1,800	12	220
Gadsden	8,100	—	—
Gilchrist	700	39	270
Glades	600	21	130
Gulf	2,200	21	450
Hamilton	2,200	29	630
Hardee	2,800	26	720
Hendry	1,800	45	800
Hernando	2,000	33	660
Highlands	5,200	21	1,080
Hillsborough	85,600	59	50,420
Holmes	3,200	—	—
Indian River	4,400	30	1,320
Jackson	8,700	14	1,210
Jefferson	2,500	20	500
Lafayette	700	21	140
Lake	12,600	46	5,770
Lee	9,400	46	4,290
Leon	16,100	—	—
Levy	2,800	19	550
Liberty	1,100	—	—
Madison	3,200	23	750
Manatee	12,900	55	7,070
Marion	12,300	32	3,900
Martin	2,800	44	1,230
Monroe	10,800	32	3,420
Nassau	3,700	62	2,290
Okaloosa	8,900	38	3,360
Okeechobee	1,000	41	410
Orange	47,500	55	26,030
Osceola	4,200	46	1,920
Palm Beach	45,800	55	25,010
Pasco	7,700	29	2,270
Pinellas	78,000	40	31,120
Polk	43,300	31	13,380
Putnam	7,700	46	3,570
St. Johns	8,200	52	4,290
St. Lucie	8,700	29	2,540
Santa Rosa	5,000	37	1,850
Sarasota	13,700	32	4,440
Seminole	8,500	37	3,150
Sumter	3,100	34	1,040
Suwannee	4,300	29	1,260
Taylor	2,800	22	610
Union	1,200	55	660
Volusia	28,600	34	9,750
Wakulla	1,500	—	—
Walton	4,000	21	840
Washington	3,200	11	360
GEORGIA	**940,800**	**53**	***502,470**
Appling	3,100	20	630
Atkinson	1,700	18	310
Bacon	2,200	42	920
Baker	1,100	10	110
Baldwin	5,000	30	1,500
Banks	1,600	32	500
Barrow	3,500	60	2,090
Bartow	7,000	65	4,550
Ben Hill	3,900	24	920
Berrien	3,100	19	600
Bibb	34,900	53	18,530
Bleckley	2,300	38	890
Brantley	1,500	32	480
Brooks	3,800	19	730
Bryan	1,400	24	340
Bulloch	5,900	38	2,270
Burke	5,700	34	1,920
Butts	2,300	66	1,520
Calhoun	2,200	21	460
Camden	2,200	45	1,000
Candler	1,900	30	570
Carroll	8,800	63	5,550
Catoosa	4,200	65	2,730
Charlton	1,100	55	610
Chatham	46,300	57	26,390
Chattahoochee	1,600	67	1,070
Chattooga	5,500	52	2,870
Cherokee	5,300	65	3,450
Clarke	10,500	46	4,820
Clay	1,400	26	360
Clayton	7,200	72	5,170
Clinch	1,500	33	500
Cobb	21,300	71	15,120
Coffee	5,600	15	850
Colquitt	8,900	19	1,690
Columbia	2,300	51	1,180
Cook	3,000	11	350
Coweta	7,300	63	4,630
Crawford	1,200	44	520
Crisp	4,700	38	1,770
Dade	1,700	66	1,130
Dawson	700	39	280
Decatur	6,300	11	670
De Kalb	46,900	74	34,610
Dodge	4,000	38	1,530
Dooly	3,200	36	1,150
Dougherty	14,400	35	5,050
Douglas	3,000	75	2,260
Early	4,100	—	—
Echols	500	32	160
Effingham	2,300	24	540
Elbert	4,500	54	2,450
Emanuel	4,400	24	1,070
Evans	1,500	48	720
Fannin	3,600	38	1,370
Fayette	1,900	70	1,330
Floyd	17,400	57	9,970
Forsyth	2,700	61	1,660
Franklin	3,300	59	1,940
Fulton	145,400	78	114,130
Gilmer	2,400	39	930
Glascock	700	25	170
Glynn	9,200	48	4,420
Gordon	4,800	69	3,290
Grady	4,700	—	—
Greene	2,900	40	1,170
Gwinnett	8,500	60	5,130
Habersham	4,200	40	1,660
Hall	10,900	72	7,870
Hancock	2,300	31	720
Haralson	3,700	69	2,560
Harris	2,600	49	1,270
Hart	3,300	49	1,620
Heard	1,500	42	630
Henry	3,700	65	2,410
Houston	6,700	51	3,430
Irwin	2,400	18	420
Jackson	4,500	50	2,250
Jasper	1,700	42	710
Jeff Davis	2,400	21	510
Jefferson	4,300	48	2,050
Jenkins	2,400	38	900
Johnson	2,400	25	600
Jones	1,700	33	560
Lamar	2,400	59	1,410
Lanier	1,300	18	240
Laurens	7,400	43	3,200
Lee	1,400	43	600
Liberty	2,200	36	800
Lincoln	1,300	57	740
Long	900	31	280
Lowndes	11,300	27	3,010
Lumpkin	1,500	32	480
McDuffie	2,900	70	2,040
McIntosh	1,600	23	370
Macon	3,200	36	1,170
Madison	2,700	43	1,150
Marion	1,400	31	440
Meriwether	5,200	56	2,900
Miller	2,200	14	320
Mitchell	5,300	18	930
Monroe	2,400	64	1,550
Montgomery	1,700	—	—
Morgan	2,600	45	1,160
Murray	2,400	68	1,620
Muscogee	34,200	69	23,530
Newton	5,100	67	3,420
Oconee	1,600	45	720
Oglethorpe	2,300	38	890
Paulding	2,700	65	1,750
Peach	2,900	46	1,350
Pickens	2,300	57	1,320
Pierce	2,400	21	510
Pike	1,900	47	890
Polk	7,900	65	5,170
Pulaski	2,200	40	890
Putnam	1,700	30	500
Quitman	800	20	160
Rabun	1,700	43	740
Randolph	3,000	29	860
Richmond	42,800	51	21,870
Rockdale	2,200	69	1,520
Schley	800	24	190
Screven	4,200	21	870
Seminole	1,900	24	460
Spalding	8,500	71	6,050
Stephens	4,600	48	2,230
Stewart	2,200	23	500
Sumter	6,200	38	2,350
Talbot	1,800	43	780
Taliaferro	900	42	380
Tattnall	3,500	19	660
Taylor	2,300	42	960
Telfair	2,800	20	570
Terrell	3,100	44	1,380
Thomas	9,000	11	970
Tift	6,200	25	1,570
Toombs	4,200	23	950
Towns	1,000	36	370
Treutlen	1,400	18	260
Troup	13,700	61	8,370
Turner	2,400	27	640
Twiggs	1,800	25	440
Union	1,700	35	600
Upson	6,600	50	3,300
Walker	11,100	57	6,370
Walton	5,000	66	3,290
Ware	7,900	52	4,130
Warren	2,100	37	780
Washington	4,700	29	1,390
Wayne	3,400	28	960
Webster	800	21	170
Wheeler	1,400	18	250
White	1,400	36	510
Whitfield	9,700	70	6,810
Wilcox	2,400	39	930
Wilkes	2,800	52	1,460
Wilkinson	2,300	26	600
Worth	4,300	22	950
IDAHO	**176,700**	**45**	***80,070**
Ada	24,300	61	14,920
Adams	900	32	280
Bannock	12,400	51	6,300
Bear Lake	1,900	50	960
Benewah	1,600	50	800
Bingham	6,600	54	3,580
Blaine	1,400	31	440
Boise	600	56	340
Bonner	4,500	59	2,670
Bonneville	9,600	69	6,640
Boundary	1,600	49	780
Butte	800	38	300
Camas	300	25	80
Canyon	16,600	43	7,220
Caribou	2,000	36	710
Cassia	4,000	35	1,410
Clark	200	55	110
Clearwater	2,300	34	780
Custer	1,000	23	240
Elmore	2,400	46	1,090
Franklin	2,600	39	1,020
Fremont	2,500	65	1,630
Gem	2,400	50	1,190
Gooding	3,300	23	740
Idaho	3,300	15	510
Jefferson	2,800	40	1,110
Jerome	3,400	21	710
Kootenai	7,700	63	4,810
Latah	5,900	45	2,630
Lemhi	1,800	—	—
Lewis	1,200	19	220
Lincoln	1,100	23	250
Madison	2,500	68	1,690
Minidoka	2,500	35	880
Nez Pierce	7,400	25	1,810
Oneida	1,100	43	480
Owyhee	1,700	51	880
Payette	3,600	35	1,260
Power	900	52	460
Shoshone	6,700	47	3,160
Teton	700	62	430
Twin Falls	12,900	25	3,260
Valley	1,200	25	300
Washington	2,500	36	910
ILLINOIS	**2,877,500**	**77**	**2,227,440**
Adams	22,100	73	16,110
Alexander	7,300	40	2,930
Bond	4,700	67	3,170
Boone	5,500	53	2,900
Brown	2,300	70	1,610
Bureau	12,200	59	7,160
Calhoun	1,800	80	1,440
Carroll	6,400	73	4,680
Cass	4,700	71	3,340
Champaign	32,600	61	19,890
Christian	12,800	59	7,560
Clark	5,700	57	3,260
Clay	5,600	35	1,940
Clinton	6,900	64	4,430
Coles	13,600	52	7,020
Cook	1,480,000	87	1,290,710
Crawford	7,400	57	4,230
Cumberland	3,300	67	2,210
De Kalb	13,200	73	9,640
De Witt	5,600	64	3,610
Douglas	5,400	69	3,720
Du Page	56,200	79	44,570
Edgar	7,900	58	4,600
Edwards	3,000	34	1,010
Effingham	6,700	61	4,080
Fayette	7,300	56	4,100
Ford	5,200	72	3,730
Franklin	16,300	38	6,180
Fulton	14,900	75	11,220
Gallatin	2,900	20	580
Greene	6,200	67	4,170
Grundy	6,300	68	4,270
Hamilton	3,900	17	640
Hancock	8,700	68	5,910
Hardin	2,200	16	360
Henderson	2,600	62	1,600
Henry	16,100	79	12,700
Iroquois	10,800	53	5,670
Jackson	12,900	50	6,490
Jasper	3,900	53	2,080
Jefferson	12,200	47	5,780
Jersey	4,900	65	3,190
Jo Daviess	6,900	57	3,940
Johnson	2,500	24	600
Kane	49,200	83	40,980
Kankakee	20,900	80	16,720
Kendall	3,900	79	3,090
Knox	18,400	73	13,450
Lake	60,100	84	50,720
La Salle	32,600	51	16,590
Lawrence	6,700	38	2,510
Lee	10,500	56	5,850
Livingston	11,300	55	6,230
Logan	8,900	68	6,080
McDonough	9,300	57	5,250
McHenry	18,200	74	13,470
McLean	24,600	55	13,410
Macon	35,500	66	23,390
Macoupin	14,500	56	8,180
Madison	63,700	80	51,090
Marion	13,300	60	8,010
Marshall	4,200	51	2,150
Mason	5,200	46	2,370
Massac	4,800	36	1,750
Menard	3,100	51	1,590
Mercer	5,500	74	4,040
Monroe	4,200	75	3,150
Montgomery	10,800	54	5,790
Morgan	10,100	61	6,120
Moultrie	4,200	58	2,420
Ogle	11,200	58	6,440
Peoria	58,800	79	46,450
Perry	7,000	53	3,680
Piatt	4,400	58	2,530
Pike	7,200	75	5,420
Pope	1,600	20	320
Pulaski	4,500	39	1,750
Putnam	1,400	35	490
Randolph	8,600	74	6,370
Richland	6,400	38	2,410
Rock Island	44,900	83	37,400
St. Clair	69,700	83	57,780
Saline	11,100	56	6,250
Sangamon	45,700	50	22,670
Schuyler	3,300	58	1,920
Scott	2,400	57	1,380
Shelby	7,900	33	2,620
Stark	2,700	59	1,590
Stephenson	13,600	71	9,710
Tazewell	27,300	73	20,010
Union	5,600	49	2,730
Vermilion	29,100	57	16,700
Wabash	4,800	38	1,810
Warren	8,000	63	5,020
Washington	4,700	63	2,940
Wayne	6,700	27	1,810
White	6,900	35	2,440
Whiteside	16,700	82	13,740
Will	43,900	81	35,730
Williamson	16,700	43	7,220
Winnebago	54,400	78	42,600
Woodford	7,000	58	4,070
INDIANA	**1,334,600**	**72**	**967,430**
Adams	7,000	70	4,900
Allen	64,600	71	45,610
Bartholomew	13,600	80	10,890
Benton	3,500	69	2,430
Blackford	4,500	54	2,410
Boone	8,400	74	6,220
Brown	1,600	59	950
Carroll	5,500	67	3,700
Cass	12,300	64	7,860
Clark	17,500	73	12,790
Clay	8,000	56	4,510
Clinton	10,200	76	7,790
Crawford	2,700	56	1,510
Daviess	8,400	61	5,160
Dearborn	8,100	76	6,160
Decatur	5,800	69	4,010
De Kalb	8,700	67	5,830
Delaware	32,000	76	24,320
Dubois	7,100	48	3,420
Elkhart	29,300	63	18,520
Fayette	7,900	68	5,330
Floyd	15,800	78	12,390
Fountain	6,100	59	3,610
Franklin	4,600	55	2,530
Fulton	5,600	76	4,220
Gibson	9,900	44	4,330
Grant	20,600	70	14,420
Greene	9,200	71	6,550
Hamilton	9,900	76	7,480
Hancock	7,300	80	5,850
Harrison	5,400	53	2,880
Hendricks	8,600	81	6,970
Henry	14,800	70	10,360
Howard	18,800	79	14,830
Huntington	10,600	49	5,190
Jackson	9,100	63	5,760
Jasper	5,400	73	3,920
Jay	7,700	51	3,960
Jefferson	6,600	75	4,940
Jennings	4,200	66	2,770
Johnson	9,100	82	7,470
Knox	14,100	68	9,570
Kosciusko	11,300	61	6,900
Lagrange	4,500	63	2,850
Lake	122,400	86	104,900
La Porte	26,100	75	19,520
Lawrence	10,900	69	7,490
Madison	36,400	84	30,650
Marion	198,400	85	168,040
Marshall	10,000	68	6,830
Martin	3,400	56	1,890
Miami	9,500	48	4,560
Monroe	14,600	70	10,220
Montgomery	9,900	81	8,010
Morgan	8,200	80	6,560
Newton	3,600	81	2,900
Noble	8,300	68	5,660
Ohio	1,300	69	890
Orange	5,200	51	2,640
Owen	3,800	62	2,350
Parke	4,900	71	3,480
Perry	5,200	54	2,800
Pike	4,600	55	2,540
Porter	13,400	80	10,770
Posey	6,200	64	3,960
Pulaski	4,000	62	2,500
Putnam	7,100	48	3,440
Randolph	9,300	77	7,110
Ripley	6,100	71	4,350
Rush	6,300	75	4,710
St. Joseph	70,700	77	54,090
Scott	4,300	66	2,840
Shelby	9,700	72	7,020
Spencer	4,600	45	2,050
Starke	5,400	69	3,730
Steuben	5,800	50	2,920
Sullivan	7,800	68	5,320
Switzerland	2,200	73	1,600
Tippecanoe	24,400	55	13,520
Tipton	4,900	69	3,380
Union	1,900	64	1,210
Vanderburgh	56,900	55	31,520
Vermillion	7,300	56	4,060
Vigo	36,400	80	29,010
Wabash	9,700	53	5,100
Warren	2,700	58	1,570
Warrick	7,200	52	3,770
Washington	5,200	58	3,020
Wayne	23,100	73	16,890
Wells	6,700	53	3,530
White	6,100	62	3,780
Whitley	6,600	70	4,630
IOWA	**824,800**	**68**	**561,630**
Adair	3,900	59	2,290
Adams	2,600	50	1,300
Allamakee	4,600	40	1,840
Appanoose	6,000	47	2,810
Audubon	3,500	69	2,410
Benton	7,100	75	5,300
Black Hawk	34,000	73	24,680
Boone	8,300	71	5,880

State and County	House-holds	% With Tv	No. With Tv
Bremer	5,700	61	3,480
Buchanan	6,000	74	4,430
Buena Vista	7,100	47	3,370
Butler	5,400	56	3,020
Calhoun	5,300	55	2,930
Carroll	6,500	70	4,520
Cass	6,200	76	4,740
Cedar	5,400	85	4,560
Cerro Gordo	14,700	68	10,000
Cherokee	5,200	66	3,410
Chickasaw	4,400	45	1,960
Clarke	3,100	39	1,210
Clay	6,100	48	2,920
Clayton	6,600	50	3,270
Clinton	16,100	82	13,140
Crawford	5,600	66	3,720
Dallas	7,700	76	5,850
Davis	3,000	32	950
Decatur	3,700	41	1,530
Delaware	5,100	73	3,720
Des Moines	14,400	79	11,320
Dickinson	4,000	45	1,800
Dubuque	20,500	66	13,470
Emmet	4,300	28	1,210
Fayette	8,200	49	4,030
Floyd	6,900	39	2,680
Franklin	5,100	66	3,360
Fremont	3,500	81	2,840
Greene	4,800	68	3,280
Grundy	4,300	67	2,860
Guthrie	4,400	67	2,930
Hamilton	6,300	76	4,790
Hancock	4,400	57	2,510
Hardin	7,400	81	6,020
Harrison	5,600	78	4,370
Henry	5,600	53	2,950
Howard	3,900	34	1,340
Humboldt	4,000	45	1,790
Ida	3,300	68	2,230
Iowa	4,800	67	3,230
Jackson	5,600	77	4,300
Jasper	10,100	70	7,100
Jefferson	5,000	61	3,050
Johnson	13,000	55	7,160
Jones	5,700	77	4,360
Keokuk	5,500	60	3,280
Kossuth	7,400	42	3,120
Lee	13,400	54	7,220
Linn	36,000	80	28,940
Louisa	3,300	83	2,730
Lucas	3,800	38	1,430
Lyon	4,200	70	2,940
Madison	4,200	67	2,810
Mahaska	7,900	52	4,140
Marion	7,600	77	5,840
Marshall	11,100	68	7,500
Mills	3,600	83	2,990
Mitchell	4,100	52	2,130
Monona	4,900	82	4,030
Monroe	3,200	47	1,520
Montgomery	5,200	80	4,170
Muscatine	10,700	84	9,020
O'Brien	6,000	63	3,800
Osceola	3,000	48	1,430
Page	7,200	77	5,520
Palo Alto	4,300	45	1,930
Plymouth	6,700	78	5,230
Pocahontas	4,500	49	2,200
Polk	78,000	80	62,710
Pottawattamie	21,800	76	16,500
Poweshiek	5,700	56	3,190
Ringgold	3,100	37	1,130
Sac	5,400	62	3,360
Scott	33,400	84	28,090
Shelby	4,500	75	3,380
Sioux	7,400	67	4,970
Story	13,300	78	10,360
Tama	6,900	73	5,060
Taylor	3,900	57	2,220
Union	5,300	53	2,810
Van Buren	3,600	59	2,130
Wapello	15,200	44	6,630
Warren	5,400	73	3,930
Washington	6,300	54	3,370
Wayne	3,800	41	1,560
Webster	13,900	78	10,770
Winnebago	3,900	63	2,460
Winneshiek	6,200	32	1,970
Woodbury	36,400	83	30,320
Worth	3,300	67	2,200
Wright	6,300	69	4,370
KANSAS	**676,300**	**52**	***354,040**
Allen	6,200	37	2,290
Anderson	3,400	30	1,020
Atchison	6,700	62	4,130
Barber	2,900	52	1,510
Barton	10,800	68	7,300
Bourbon	6,700	44	2,940
Brown	5,300	53	2,800
Butler	11,800	60	7,100
Chase	1,600	41	660
Chautauqua	2,300	30	690
Cherokee	8,500	42	3,530
Cheyenne	1,700	—	—
Clark	1,200	20	240
Clay	3,900	32	1,230
Cloud	5,200	26	1,330
Coffey	3,100	42	1,290
Comanche	1,300	42	540
Cowley	12,500	45	5,590
Crawford	15,100	47	7,070
Decatur	2,200	19	420
Dickinson	7,000	29	2,020
Doniphan	3,400	51	1,740
Douglas	11,800	55	6,500
Edwards	2,100	46	960
Elk	2,000	37	750
Ellis	5,400	35	1,870
Ellsworth	3,000	47	1,400
Finney	4,600	12	560
Ford	6,500	25	1,620
Franklin	6,600	55	3,610
Geary	7,100	27	1,910
Gove	1,000	21	210
Graham	1,500	20	300
Grant	1,600	—	—
Gray	1,400	19	270
Greeley	600	—	—
Greenwood	4,300	38	1,630
Hamilton	1,000	—	—
Harper	3,500	51	1,800
Harvey	7,300	54	3,960
Haskell	700	11	80
Hodgeman	900	15	140
Jackson	3,600	69	2,490
Jefferson	3,700	56	2,070
Jewell	3,000	16	480
Johnson	33,400	71	23,650
Kearny	1,000	—	—
Kingman	3,300	48	1,590
Kiowa	1,500	50	750
Labette	10,600	37	3,930
Lane	1,000	29	290
Leavenworth	11,000	79	8,700
Lincoln	1,900	37	700
Linn	3,400	53	1,820
Logan	1,200	11	130
Lyon	8,000	41	3,260
McPherson	8,100	47	3,830
Marion	5,200	41	2,130
Marshall	6,000	29	1,760
Meade	1,600	13	200
Miami	6,200	65	4,040
Mitchell	3,200	35	1,130
Montgomery	16,800	44	7,430
Morris	2,500	33	820
Morton	900	13	120
Nemaha	4,300	36	1,540
Neosho	6,700	52	3,480
Ness	2,100	42	870
Norton	2,900	36	1,050
Osage	4,400	58	2,530
Osborne	2,600	34	880
Ottawa	2,500	34	840
Pawnee	3,000	64	1,910
Phillips	3,500	40	1,380
Pottawatomie	3,700	35	1,310
Pratt	4,000	53	2,130
Rawlins	1,600	—	—
Reno	18,800	67	12,500
Republic	3,800	25	940
Rice	5,100	65	3,290
Riley	9,300	32	2,990
Rooks	3,100	32	990
Rush	2,200	47	1,030
Russell	4,300	40	1,700
Saline	13,100	44	5,700
Scott	1,400	15	210
Sedgwick	100,200	67	66,930
Seward	3,500	—	—
Shawnee	40,800	65	26,680
Sheridan	1,100	17	180
Sherman	2,200	—	—
Smith	3,000	29	860
Stafford	2,900	50	1,450
Stanton	500	—	—
Stevens	1,200	—	—
Sumner	9,000	49	4,410
Thomas	2,300	14	320
Trego	1,700	17	290
Wabaunsee	2,300	40	910
Wallace	700	—	—
Washington	4,200	32	1,340
Wichita	700	14	100
Wilson	5,000	39	1,950
Woodson	2,200	30	660
Wyandotte	57,600	79	45,560
KENTUCKY	**804,000**	**47**	***380,970**
Adair	4,100	34	1,390
Allen	3,900	40	1,560
Anderson	2,400	60	1,430
Ballard	4,300	19	830
Barren	8,400	34	2,880
Bath	2,500	19	490
Bell	10,000	27	2,710
Boone	4,100	69	2,850
Bourbon	5,000	42	2,120
Boyd	13,900	73	10,110
Boyle	5,400	44	2,390
Bracken	2,400	62	1,480
Breathitt	3,800	11	430
Breckenridge	3,900	55	2,140
Bullitt	3,200	73	2,330
Butler	2,400	27	660
Caldwell	3,900	22	870
Calloway	6,000	31	1,870
Campbell	24,300	77	18,780
Carlisle	1,900	35	660
Carroll	2,400	74	1,770
Carter	4,900	59	2,900
Casey	3,800	31	1,160
Christian	10,800	37	3,950
Clark	5,500	25	1,380
Clay	4,100	13	550
Clinton	2,400	—	—
Crittenden	2,900	17	500
Cumberland	2,300	13	290
Daviess	16,700	57	9,570
Edmonson	2,200	24	530
Elliott	1,400	64	890
Estill	3,300	17	570
Fayette	30,200	39	11,690
Fleming	3,100	38	1,170
Floyd	10,300	49	5,080
Franklin	7,600	49	3,720
Fulton	3,700	30	1,100
Gallatin	1,200	68	820
Garrard	2,800	37	1,050
Grant	2,700	75	2,030
Graves	11,200	20	2,280
Grayson	4,500	32	1,430
Green	3,200	33	1,060
Greenup	6,000	61	3,640
Hancock	1,600	35	570
Hardin	11,400	53	5,990
Harlan	15,300	33	5,080
Harrison	4,000	61	2,450
Hart	4,000	42	1,680
Henderson	9,800	40	3,930
Henry	3,300	42	1,370
Hickman	2,200	18	410
Hopkins	11,100	22	2,450
Jackson	2,800	11	300
Jefferson	155,000	76	118,570
Jessamine	3,500	36	1,250
Johnson	5,500	49	2,680
Kenton	34,600	78	26,990
Knott	3,600	16	580
Knox	6,600	12	790
Larue	2,600	54	1,410
Laurel	6,000	13	790
Lawrence	3,200	52	1,670
Lee	1,800	11	210
Leslie	3,000	14	420
Letcher	7,900	17	1,370
Lewis	2,900	37	1,070
Lincoln	4,400	44	1,940
Livingston	2,300	15	330
Logan	6,300	39	2,450
Lyon	1,500	19	290
McCracken	27,800	22	6,060
McCreary	3,500	12	430
McLean	2,700	37	1,000
Madison	8,900	20	1,820
Magoffin	2,400	47	1,120
Marion	4,000	47	1,880
Marshall	4,500	36	1,640
Martin	2,300	40	920
Mason	5,100	62	3,140
Meade	2,500	65	1,620
Manifee	1,100	24	260
Mercer	4,200	50	2,120
Metcalfe	2,400	33	790
Monroe	3,300	39	1,290
Montgomery	3,500	29	1,010
Morgan	3,200	34	1,090
Muhlenberg	7,800	30	2,380
Nelson	4,800	69	3,290
Nicholas	2,100	54	1,130
Ohio	5,100	29	1,470
Oldham	2,600	61	1,590
Owen	2,700	59	1,580
Owsley	1,500	18	260
Pendleton	2,700	64	1,740
Perry	8,900	17	1,470
Pike	17,200	40	6,850
Powell	1,600	17	280
Pulaski	9,500	11	1,050
Robertson	800	55	440
Rockcastle	3,200	—	—
Rowan	3,000	41	1,220
Russell	3,200	21	670
Scott	4,400	44	1,930
Shelby	5,000	56	2,830
Simpson	3,300	45	1,490
Spencer	1,500	74	1,110
Taylor	4,000	46	1,820
Todd	3,400	41	1,400
Trigg	2,200	23	500
Trimble	1,500	45	680
Union	4,100	39	1,590
Warren	12,100	39	4,680
Washington	3,100	58	1,800
Wayne	3,800	13	500
Webster	4,500	21	950
Whitley	7,100	25	1,750
Wolfe	1,500	16	250
Woodford	3,200	45	1,430
LOUISIANA	**791,900**	**51**	**400,120**
Acadia	12,500	18	2,310
Allen	5,300	33	1,730
Ascension	6,000	47	2,820
Assumption	4,100	39	1,580
Avoyelles	10,200	32	3,290
Beauregard	5,300	30	1,600
Bienville	4,400	32	1,420
Bossier	12,200	44	5,390
Caddo	56,000	60	33,710
Calcasieu	32,300	43	13,890
Caldwell	2,600	40	1,030
Cameron	1,300	28	360
Catahoula	2,800	23	640
Claiborne	6,300	28	1,750
Concordia	3,800	37	1,390
De Soto	5,800	36	2,110
E Baton Rouge	58,700	55	32,400
East Carroll	4,000	34	1,370
E Feliciana	3,300	31	1,030
Evangeline	8,700	20	1,770
Franklin	7,100	37	2,610
Grant	3,500	33	1,150
Iberia	11,000	33	3,580
Iberville	7,100	27	1,890
Jackson	3,700	58	2,150
Jefferson	42,200	62	26,380
Jefferson Davis	7,200	30	2,170
Lafayette	17,100	34	5,750
Lafourche	11,000	56	6,180
La Salle	3,800	37	1,400
Lincoln	6,700	35	2,320
Livingston	5,500	37	2,020
Madison	4,500	43	1,910
Morehouse	8,800	35	3,100
Natchitoches	9,300	21	1,930
Orleans	178,000	72	129,040
Ouachita	24,100	54	12,940
Plaquemines	3,600	57	2,060
Pointe Coupee	5,300	29	1,550
Rapides	27,600	46	12,750
Red River	2,800	35	970
Richland	6,500	58	3,780
Sabine	5,200	14	740
St. Bernard	3,500	62	2,170
St. Charles	3,500	63	2,190
St. Helena	2,400	22	530
St. James	3,500	56	1,950
St. John Baptist	3,400	49	1,650
St. Landry	19,800	22	4,360
St. Martin	6,100	16	980
St. Mary	10,000	37	3,670
St. Tammany	7,900	59	4,680
Tangipahoa	15,500	57	8,800
Tensas	3,300	31	1,020
Terrebonne	11,500	62	7,100
Union	4,800	40	1,900
Vermillion	10,000	18	1,770
Vernon	5,900	18	1,050
Washington	10,700	65	6,990
Webster	9,900	48	4,740
W. Baton Rouge	3,200	22	710
West Carroll	3,800	52	1,990
W. Feliciana	1,600	25	390
Winn	4,400	35	1,520
MAINE	**262,800**	**64**	**168,140**
Androscoggin	24,700	72	17,730
Aroostook	24,400	15	3,780
Cumberland	51,400	77	39,780
Franklin	5,800	46	2,690
Hancock	10,100	55	5,600
Kennebec	23,700	73	17,350
Knox	8,700	66	5,720
Lincoln	5,400	71	3,830
Oxford	12,200	62	7,610
Penobscot	29,600	78	23,060
Piscataquis	5,300	61	3,240
Sagadahoc	6,300	74	4,690
Somerset	11,300	36	4,030
Waldo	6,300	57	3,600
Washington	9,900	46	4,570
York	27,700	75	20,860
MARYLAND	**716,700**	**77**	**552,650**
Allegany	26,100	46	11,950
Anne Arundel	35,200	77	26,960
Baltimore	365,700	83	305,350
Calvert	3,200	71	2,270
Caroline	5,500	77	4,240
Carroll	11,800	75	8,800
Cecil	9,500	75	7,130
Charles	6,100	67	4,070
Dorchester	8,000	66	5,310
Frederick	18,300	66	12,130
Garrett	5,200	39	2,010
Harford	16,500	83	13,710
Howard	6,900	68	4,710
Kent	4,000	78	3,130
Montgomery	57,900	79	45,860
Prince Georges	68,600	78	53,300
Queen Annes	4,200	75	3,150
St. Marys	8,500	65	5,500
Somerset	5,900	36	2,120
Talbot	6,100	75	4,590
Washington	23,600	68	16,070
Wicomico	12,500	61	7,640
Worcester	7,400	36	2,650
MASSACHUSETTS	**1,472,400**	**81**	**1,191,590**
Barnstable	17,300	77	13,290
Berkshire	42,100	82	34,480
Bristol	123,100	82	100,820
Dukes	1,800	80	1,430
Essex	169,500	82	138,480
Franklin	17,600	62	10,960
Hampden	118,400	80	94,130
Hampshire	25,100	67	16,920
Middlesex	324,600	82	266,500
Nantucket	1,100	71	780
Norfolk	126,900	80	101,650
Plymouth	64,300	82	52,660
Suffolk	270,400	84	226,050
Worcester	170,200	78	133,440
MICHIGAN	**2,096,200**	**77**	**1,623,370**
Alcona	1,600	60	950
Alger	2,900	17	500
Allegan	15,700	71	11,080
Alpena	6,700	20	1,330
Antrim	3,500	47	1,650
Arenac	2,900	67	1,930
Baraga	2,300	18	410
Barry	9,100	69	6,300
Bay	28,200	75	21,260
Benzie	2,500	35	880
Berrien	42,700	78	33,390
Branch	10,000	62	6,150
Calhoun	40,500	85	34,340
Cass	10,500	75	7,920
Charlevoix	4,000	30	1,200
Cheboygan	3,900	11	440
Chippewa	8,700	26	2,240
Clare	3,400	60	2,030
Clinton	9,700	67	6,510
Crawford	1,300	44	580
Delta	9,500	40	3,770
Dickinson	7,700	64	4,910
Eaton	13,700	60	8,170
Emmet	4,900	21	1,040
Genesee	92,600	77	70,930
Gladwin	2,500	78	1,960
Gogebic	8,100	39	3,130
Grand Traverse	8,600	44	3,810
Gratiot	10,300	76	7,780
Hillsdale	11,900	50	6,000
Houghton	11,500	11	1,230
Huron	9,600	62	5,930
Ingham	59,400	81	48,350

TV HOUSEHOLDS

State and County	House-holds	% With Tv	No. With Tv
Ionia	11,500	69	7,970
Iosco	3,800	51	1,940
Iron	5,600	18	1,000
Isabella	8,200	65	5,350
Jackson	35,400	76	26,900
Kalamazoo	43,700	82	35,920
Kalkaska	1,400	43	610
Kent	99,700	85	84,350
Keweenaw	700	13	90
Lake	1,800	35	630
Lapeer	10,100	68	6,870
Leelanau	2,500	30	760
Lenawee	22,000	72	15,880
Livingston	9,100	74	6,690
Luce	1,600	19	300
Mackinac	2,600	21	550
Macomb	68,700	85	58,530
Manistee	6,400	39	2,500
Marquette	14,900	18	2,650
Mason	6,600	53	3,470
Mecosta	5,800	68	3,960
Menominee	7,600	50	3,820
Midland	11,700	67	7,820
Missaukee	2,100	38	800
Monroe	25,400	83	21,060
Montcalm	10,700	70	7,500
Montmorency	1,200	23	280
Muskegon	41,800	78	32,480
Newaygo	7,100	64	4,570
Oakland	146,700	84	123,370
Oceana	5,200	40	2,100
Ogemaw	2,700	62	1,680
Ontonagon	3,000	24	730
Osceola	4,200	65	2,730
Oscoda	1,000	29	290
Otsego	1,700	60	1,010
Ottawa	24,800	70	17,430
Presque Isle	3,000	13	400
Roscommon	2,500	45	1,140
Saginaw	49,200	78	38,180
St. Clair	30,800	85	26,210
St. Joseph	12,300	79	9,770
Sanilac	9,400	56	5,220
Schoolcraft	2,500	24	590
Shiawassee	15,100	75	11,360
Tuscola	11,700	64	7,480
Van Buren	14,100	77	10,910
Washtenaw	41,400	77	31,880
Wayne	778,900	87	674,530
Wexford	5,900	51	3,010
MINNESOTA	**912,900**	**63**	**574,980**
Aitkin	3,900	44	1,710
Anoka	12,100	72	8,710
Becker	6,700	31	2,060
Beltrami	7,100	10	690
Benton	4,100	33	1,340
Big Stone	2,500	16	400
Blue Earth	11,500	75	8,630
Brown	7,600	62	4,740
Carlton	6,800	52	3,520
Carver	5,200	66	3,430
Cass	5,600	14	800
Chippewa	4,900	30	1,450
Chisago	3,900	78	3,030
Clay	9,600	74	7,080
Clearwater	2,600	11	300
Cook	900	31	280
Cottonwood	4,700	45	2,110
Crow Wing	9,500	24	2,290
Dakota	14,900	81	12,100
Dodge	3,600	52	1,870
Douglas	6,400	22	1,400
Faribault	7,100	48	3,440
Fillmore	7,300	49	3,590
Freeborn	10,500	60	6,260
Goodhue	9,700	68	6,630
Grant	2,700	20	530
Hennepin	225,300	85	191,960
Houston	4,200	56	2,360
Hubbard	3,300	13	440
Isanti	3,100	79	2,440
Itasca	11,500	28	3,240
Jackson	4,700	50	2,350
Kanabec	2,700	39	1,040
Kandiyohi	8,100	50	4,080
Kittson	2,500	11	260
Koochiching	5,000	15	750
Lac Qui Parle	3,900	13	520
Lake	3,100	42	1,310
Lake of Woods	1,200	13	150
Le Sueur	5,800	71	4,090
Lincoln	3,000	50	1,490
Lyon	6,600	35	2,320
McLeod	6,800	64	4,350
Mahnomen	1,500	26	380
Marshall	4,200	17	700
Martin	7,600	48	3,630
Meeker	5,400	49	2,670
Mille Lacs	4,400	45	1,990
Morrison	6,700	25	1,700
Mower	12,700	59	7,430
Murray	4,000	44	1,760
Nicollet	5,400	45	2,440
Nobles	6,500	70	4,570
Norman	3,500	71	2,490
Olmsted	14,000	74	10,350
Otter Tail	13,700	32	4,330
Pennington	3,700	31	1,160
Pine	4,900	39	1,910
Pipestone	4,000	58	2,340
Polk	10,000	30	2,970
Pope	3,500	19	650
Ramsey	117,700	84	98,400
Red Lake	1,600	30	480
Redwood	6,400	44	2,830
Renville	6,800	46	3,090
Rice	9,400	67	6,340
Rock	3,400	57	1,950
Roseau	3,900	12	450
St. Louis	67,500	64	43,340
Scott	4,500	71	3,190
Sherburne	2,700	69	1,870
Sibley	4,300	67	2,870
Stearns	17,800	53	9,400
Steele	6,600	65	4,280
Stevens	3,000	24	710
Swift	4,600	28	1,270
Todd	6,800	17	1,140
Traverse	2,300	26	600
Wabasha	4,900	68	3,320
Wadena	3,500	14	480
Waseca	4,800	55	2,620
Washington	11,100	70	7,790
Watonwan	4,100	45	1,850
Wilkin	2,700	44	1,190
Winona	12,000	38	4,600
Wright	7,900	67	5,290
Yellow Medicine	4,700	13	620
MISSISSIPPI	**559,900**	**28**	***158,810**
Adams	9,300	22	2,070
Alcorn	7,400	29	2,160
Amite	4,200	21	890
Attala	6,100	26	1,560
Benton	2,100	22	470
Bolivar	15,800	15	2,320
Calhoun	4,200	16	670
Carroll	3,200	10	320
Chickasaw	4,400	—	—
Choctaw	2,500	28	700
Claiborne	2,700	27	720
Clarke	4,600	22	990
Clay	4,100	—	—
Coahoma	14,300	19	2,670
Copiah	7,300	30	2,200
Covington	3,500	31	1,100
De Soto	5,600	53	2,960
Forrest	13,700	30	4,060
Franklin	2,600	16	410
George	2,500	40	990
Greene	1,900	14	270
Grenada	4,700	17	780
Hancock	3,000	71	2,130
Harrison	30,400	50	15,050
Hinds	43,000	49	21,160
Holmes	7,400	21	1,550
Humphreys	5,100	25	1,280
Issaquena	1,200	14	170
Itawamba	4,100	15	590
Jackson	10,500	50	5,220
Jasper	4,200	19	820
Jefferson	2,600	15	390
Jefferson Davis	3,600	20	710
Jones	16,500	32	5,300
Kemper	3,100	15	470
Lafayette	5,200	24	1,250
Lamar	3,400	30	1,030
Lauderdale	18,900	41	7,770
Lawrence	2,800	23	640
Leake	4,900	35	1,720
Lee	10,300	41	4,170
Leflore	12,700	19	2,480
Lincoln	7,300	28	2,040
Lowndes	10,100	11	1,110
Madison	7,400	23	1,700
Marion	6,100	24	1,480
Marshall	5,500	34	1,890
Monroe	9,400	11	1,070
Montgomery	3,500	12	430
Neshoba	6,100	24	1,470
Newton	5,500	52	2,830
Noxubee	4,100	20	830
Oktibbeha	6,100	—	—
Panola	7,200	45	3,210
Pearl River	5,600	60	3,340
Perry	2,300	11	260
Pike	9,000	26	2,320
Pontotoc	4,900	18	880
Prentiss	4,900	24	1,160
Quitman	6,100	26	1,560
Rankin	5,900	21	1,260
Scott	5,200	33	1,710
Sharkey	2,800	32	890
Simpson	5,200	21	1,120
Smith	3,600	20	720
Stone	1,500	28	430
Sunflower	12,700	—	—
Tallahatchie	7,000	18	1,250
Tate	4,200	40	1,700
Tippah	4,100	28	1,150
Tishomingo	3,900	16	640
Tunica	5,300	38	2,020
Union	5,400	30	1,600
Walthall	3,300	18	600
Warren	12,000	35	4,240
Washington	20,300	14	2,920
Wayne	3,700	14	510
Webster	2,600	—	—
Wilkinson	3,100	15	460
Winston	5,200	18	930
Yalobusha	3,600	19	670
Yazoo	8,600	20	1,750
MISSOURI	**1,330,000**	**67**	**885,130**
Adair	6,800	41	2,800
Andrew	4,000	60	2,390
Atchison	3,500	43	1,510
Audrian	8,500	49	4,170
Barry	6,800	37	2,520
Barton	4,400	46	2,040
Bates	6,300	53	3,350
Benton	2,600	35	900
Bollinger	3,200	64	2,060
Boone	14,300	47	6,740
Buchanan	32,200	69	22,090
Butler	11,900	33	3,930
Caldwell	3,600	57	2,040
Callaway	6,600	53	3,490
Camden	2,500	37	920
Cape Girardeau	12,200	48	5,860
Carroll	5,200	52	2,700
Carter	1,400	20	280
Cass	6,700	59	3,970
Cedar	3,800	28	1,060
Chariton	4,900	36	1,770
Christian	4,000	42	1,660
Clark	3,000	53	1,580
Clay	19,500	79	15,390
Clinton	4,000	62	2,480
Cole	10,200	64	6,510
Cooper	5,300	53	2,800
Crawford	3,600	32	1,140
Dade	3,100	35	1,080
Dallas	3,300	38	1,240
Daviess	3,800	58	2,190
De Kalb	3,000	51	1,520
Dent	3,400	34	1,140
Douglas	3,700	30	1,100
Dunklin	13,200	36	4,690
Franklin	11,900	57	6,820
Gasconade	4,200	51	2,160
Gentry	3,500	54	1,880
Greene	37,600	72	27,070
Grundy	4,600	54	2,480
Harrison	4,500	37	1,670
Henry	6,900	66	4,520
Hickory	1,800	29	520
Holt	3,200	41	1,320
Howard	3,700	35	1,290
Howell	7,400	16	1,150
Iron	2,500	39	990
Jackson	198,200	85	167,880
Jasper	28,500	58	16,590
Jefferson	12,900	67	8,600
Johnson	7,700	59	4,550
Knox	2,600	52	1,340
Laclede	6,300	43	2,720
Lafayette	8,100	65	5,290
Lawrence	7,900	41	3,260
Lewis	3,600	56	2,010
Lincoln	5,000	67	3,350
Linn	6,700	32	2,130
Livingston	5,500	55	3,010
McDonald	4,400	34	1,470
Macon	6,300	41	2,610
Madison	3,200	51	1,620
Maries	2,100	38	810
Marion	10,200	67	6,830
Mercer	2,500	31	760
Miller	4,300	48	2,080
Mississippi	6,300	30	1,870
Moniteau	3,600	38	1,380
Monroe	3,900	53	2,070
Montgomery	4,000	68	2,720
Morgan	3,200	30	940
New Madrid	10,700	28	3,010
Newton	9,100	54	4,940
Nodaway	7,700	37	2,820
Oregon	3,500	10	360
Osage	3,100	55	1,720
Ozark	2,400	34	810
Pemiscot	12,700	42	5,280
Perry	4,300	41	1,770
Pettis	11,800	47	5,560
Phelps	7,200	41	2,930
Pike	6,000	59	3,560
Platte	5,200	53	2,750
Polk	5,300	39	2,050
Pulaski	3,400	54	1,830
Putnam	3,000	22	660
Ralls	2,600	54	1,410
Randolph	8,200	50	4,120
Ray	5,600	56	3,150
Reynolds	1,600	21	330
Ripley	3,600	25	900
St. Charles	9,700	77	7,490
St. Clair	3,500	32	1,130
St. Francois	10,800	65	7,050
St. Louis	430,200	86	368,680
Ste. Genevieve	3,200	72	2,300
Saline	8,600	37	3,190
Schuyler	1,800	34	600
Scotland	2,500	51	1,270
Scott	10,200	38	3,840
Shannon	2,200	15	330
Shelby	3,700	58	2,150
Stoddard	9,700	38	3,640
Stone	2,900	42	1,200
Sullivan	3,600	25	900
Taney	3,100	43	1,340
Texas	6,000	18	1,060
Vernon	7,100	37	2,620
Warren	2,500	57	1,430
Washington	4,200	29	1,230
Wayne	2,900	18	530
Webster	4,700	36	1,700
Worth	1,600	51	810
Wright	5,000	36	1,810
MONTANA	**199,600**	**26**	***51,060**
Beverhead	2,500	13	340
Big Horn	2,500	18	460
Blaine	2,500	—	—
Broadwater	900	15	140
Carbon	3,300	23	760
Carter	600	—	—
Cascade	19,400	44	8,590
Chouteau	2,400	26	620
Custer	4,700	—	—
Daniels	1,000	—	—
Dawson	3,000	—	—
Deer Lodge	4,900	17	840
Fallon	1,000	—	—
Fergus	5,000	15	770
Flathead	10,800	27	2,960
Gallatin	7,100	12	840
Garfield	700	—	—
Glacier	2,900	—	—
Golden Valley	400	22	90
Granite	1,000	15	150
Hill	4,600	—	—
Jefferson	1,000	18	180
Judith Basin	900	28	250
Lake	4,200	18	740
Lewis and Clark	8,800	18	1,620
Liberty	400	63	250
Lincoln	3,100	19	600
McCone	1,900	—	—
Madison	1,400	17	240
Meagher	800	13	100
Mineral	600	17	100
Missoula	12,200	25	3,010
Musselshell	1,900	26	490
Park	4,100	12	480
Petroleum	300	17	50
Phillips	2,100	—	—
Pondera	1,800	26	460
Powder River	1,000	—	—
Powell	1,800	13	230
Prairie	800	—	—
Ravalli	4,200	23	970
Richland	3,200	—	—
Roosevelt	3,000	—	—
Rosebud	1,800	—	—
Sanders	2,500	10	250
Sheridan	1,800	—	—
Silver Bow	18,700	52	9,710
Stillwater	1,600	46	730
Sweet Grass	1,100	—	—
Teton	2,400	32	760
Toole	2,100	21	440
Treasure	400	23	90
Valley	3,200	—	—
Wheatland	1,100	11	120
Wibaux	400	—	—
Yellowstone	21,800	48	10,510
NEBRASKA	**430,700**	**59**	***252,496**
Adams	9,400	65	6,070
Antelope	3,600	26	940
Arthur	200	—	—
Banner	400	21	80
Blaine	300	21	60
Boone	3,300	35	1,160
Box Butte	4,200	—	—
Boyd	1,400	18	250
Brown	1,400	—	—
Buffalo	8,500	57	4,880
Burt	3,500	80	2,800
Butler	3,800	52	1,990
Cass	5,400	82	4,400
Cedar	3,800	73	2,780
Chase	1,600	—	—
Cherry	2,500	—	—
Cheyenne	4,300	—	—
Clay	3,000	53	1,590
Colfax	3,400	70	2,370
Cuming	3,900	59	2,290
Custer	5,900	30	1,790
Dakota	3,200	76	2,420
Dawes	3,000	—	—
Dawson	6,700	54	3,640
Deuel	1,000	—	—
Dixon	2,900	75	2,190
Dodge	9,600	89	8,520
Douglas	94,700	85	80,780
Dundy	1,200	—	—
Fillmore	3,200	51	1,630
Franklin	2,400	54	1,310
Frontier	1,300	25	330
Furnas	3,300	54	1,780
Gage	8,800	61	5,320
Garden	1,100	—	—
Garfield	900	25	230
Gosper	700	44	310
Grant	200	19	40
Greeley	1,500	33	490
Hall	11,100	64	7,140
Hamilton	3,000	66	1,970
Harlan	2,300	50	1,140
Hayes	800	—	—
Hitchcock	1,900	—	—
Holt	4,300	11	460
Hooker	300	—	—
Howard	2,200	36	780
Jefferson	4,300	45	1,930
Johnson	2,400	62	1,480
Kearney	2,100	53	1,120
Keith	2,400	—	—
Keya Paha	400	—	—
Kimball	1,300	31	400
Knox	4,400	55	2,420
Lancaster	41,500	73	30,170
Lincoln	9,100	19	1,760
Logan	400	21	80
Loup	400	23	90
McPherson	200	—	—
Madison	7,800	58	4,550
Merrick	3,000	35	1,060
Morrill	2,300	—	—
Nance	1,900	33	620
Nemaha	3,300	73	2,400
Nuckolls	2,700	39	1,040
Otoe	5,400	83	4,480
Pawnee	2,100	48	1,010
Perkins	1,400	—	—
Phelps	3,100	68	2,100
Pierce	3,000	43	1,290
Platte	6,000	66	3,980
Polk	2,500	61	1,520
Red Willow	4,300	23	980
Richardson	5,600	47	2,600
Rock	900	—	—
Saline	4,800	55	2,630
Sarpy	5,200	83	4,330
Saunders	5,500	89	4,900
Scotts Bluff	11,000	13	1,440
Seward	4,100	65	2,670
Sheridan	3,000	—	—
Sherman	1,700	38	650
Sioux	900	—	—
Stanton	1,900	49	930
Thayer	3,500	42	1,480

State and County	House-holds	% With Tv	No. With Tv
Thomas	400	—	—
Thurston	2,500	64	1,600
Valley	2,300	22	510
Washington	3,700	82	3,020
Wayne	3,000	66	1,970
Webster	2,400	55	1,310
Wheeler	500	27	130
York	4,700	59	2,770
NEVADA	**67,700**	**41**	***27,990**
Churchill	1,800	—	—
Clark	27,000	49	13,340
Douglas	500	34	170
Elko	3,700	—	—
Esmeralda	200	13	30
Eureka	300	—	—
Humboldt	1,300	—	—
Lander	400	—	—
Lincoln	900	—	—
Lyon	900	24	220
Mineral	3,000	—	—
Nye	900	—	—
Ormsby	1,200	29	350
Pershing	1,100	—	—
Storey	300	28	90
Washoe	20,600	63	12,920
White Pine	3,600	—	—
NEW HAMPSHIRE	**161,300**	**68**	**110,360**
Belknap	8,200	64	5,260
Carroll	4,900	68	3,360
Cheshire	11,300	57	6,460
Coos	10,700	65	6,990
Grafton	13,600	49	6,680
Hillsborough	49,200	74	36,310
Merrimack	18,100	68	12,220
Rockingham	22,300	80	17,730
Strafford	15,200	66	10,090
Sullivan	7,800	67	5,260
NEW JERSEY	**1,626,500**	**83**	**1,346,390**
Atlantic	44,900	85	38,030
Bergen	207,600	80	166,080
Burlington	41,700	84	34,940
Camden	99,800	84	84,130
Cape May	13,700	80	10,930
Cumberland	30,300	82	24,970
Essex	292,800	83	243,020
Gloucester	32,100	82	26,260
Hudson	206,400	83	171,520
Hunterdon	14,500	84	12,150
Mercer	70,300	84	58,910
Middlesex	87,300	82	71,500
Monmouth	80,300	84	67,130
Morris	54,300	84	45,450
Ocean	22,800	83	18,810
Passaic	114,900	83	94,790
Salem	16,700	84	14,010
Somerset	32,700	82	26,880
Sussex	11,500	80	9,210
Union	133,700	85	113,110
Warren	18,200	80	14,560
NEW MEXICO	**207,200**	**38**	***78,020**
Bernalillo	52,100	62	32,090
Catron	700	17	120
Chaves	14,100	46	6,430
Colfax	4,000	—	—
Curry	8,100	21	1,680
De Baca	1,000	40	400
Dona Ana	11,000	54	5,980
Eddy	14,500	42	6,120
Grant	6,100	32	1,960
Guadalupe	1,500	38	570
Harding	500	—	—
Hidalgo	1,600	17	270
Lea	12,500	20	2,460
Lincoln	1,800	29	520
Los Alamos	3,800	33	1,260
Luna	2,800	45	1,270
McKinley	6,500	—	—
Mora	2,100	—	—
Otero	5,100	33	1,670
Quay	4,300	19	810
Rio Arriba	5,800	21	1,240
Roosevelt	4,900	13	640
Sandoval	2,400	30	730
San Juan	5,800	—	—
San Miguel	6,000	16	950
Santa Fe	10,400	40	4,160
Sierra	2,500	25	640
Socorro	2,500	29	720
Taos	3,600	17	620
Torrance	1,800	39	690
Union	2,100	13	270
Valencia	5,300	48	2,520
NEW YORK	**4,888,400**	**81**	**3,949,570**
Albany	80,900	82	66,580
Allegany	13,600	62	8,400
Bronx	462,400	80	367,610
Broome	59,300	81	47,910
Cattaraugus	24,500	83	20,430
Cayuga	21,700	82	17,770
Chautauqua	47,200	77	36,110
Chemung	29,400	63	18,610
Chenango	12,500	74	9,280
Clinton	13,300	84	11,150
Columbia	14,100	83	11,630
Cortland	11,800	74	8,730
Delaware	14,000	67	9,350
Dutchess	37,700	77	28,920
Erie	287,300	83	239,320
Essex	10,500	64	6,680
Franklin	12,800	54	6,960
Fulton	17,700	75	13,200
Genesee	14,700	83	12,260
Greene	9,100	77	6,970
Hamilton	1,300	79	1,030
Herkimer	19,600	79	15,520
Jefferson	26,900	60	16,250
Kings	840,400	85	710,370
Lewis	6,500	71	4,590
Livingston	11,100	75	8,340
Madison	14,600	74	10,790
Monroe	163,500	83	135,210
Montgomery	19,300	75	14,400
Nassau	306,300	80	246,570
New York	668,100	80	533,810
Niagara	62,300	82	50,900
Oneida	69,200	82	56,950
Onondaga	113,000	83	93,900
Ontario	18,300	81	14,790
Orange	47,600	81	38,700
Orleans	9,600	84	8,050
Oswego	24,000	80	19,320
Otsego	17,000	70	11,900
Putnam	6,900	74	5,110
Queens	535,600	84	449,900
Rensselaer	42,900	81	34,880
Richmond	57,300	82	47,100
Rockland	25,100	81	20,460
St. Lawrence	27,900	57	15,820
Saratoga	24,500	75	18,300
Schenectady	49,800	81	40,390
Schoharie	7,300	76	5,540
Schuyler	4,600	79	3,640
Seneca	7,300	80	5,820
Steuben	28,500	54	15,330
Suffolk	104,100	79	82,340
Sullivan	13,400	75	10,040
Tioga	9,800	74	7,230
Tompkins	18,700	68	12,790
Ulster	30,500	75	22,970
Warren	12,900	80	10,350
Washington	13,900	73	10,120
Wayne	18,300	82	15,040
Westchester	200,900	82	165,540
Wyoming	9,300	77	7,150
Yates	5,800	77	4,450
NORTH CAROLINA	**1,027,600**	**51**	**525,490**
Alamance	19,700	69	13,530
Alexander	3,400	58	1,970
Alleghany	2,100	37	790
Anson	6,000	52	3,140
Ashe	5,000	44	2,230
Avery	3,000	30	920
Beaufort	8,800	61	5,410
Bertie	5,900	40	2,340
Bladen	6,600	17	1,120
Brunswick	4,400	19	820
Buncombe	34,000	45	15,300
Burke	11,200	63	7,110
Cabarrus	16,700	66	10,970
Caldwell	10,900	54	5,840
Camden	1,400	61	860
Carteret	6,500	31	2,000
Caswell	4,300	41	1,780
Catawba	17,000	68	11,610
Chatham	6,100	52	3,150
Cherokee	4,200	23	950
Chowan	2,800	46	1,290
Clay	1,300	13	170
Cleveland	15,900	55	8,820
Columbus	11,700	21	2,430
Craven	13,000	64	8,330
Cumberland	23,700	26	6,260
Currituck	1,800	53	950
Dare	1,300	34	440
Davidson	17,000	62	10,470
Davie	3,800	59	2,250
Duplin	9,400	31	2,900
Durham	27,900	61	17,070
Edgecombe	11,500	49	5,670
Forsyth	43,500	66	28,710
Franklin	6,900	37	2,540
Gaston	30,300	65	19,630
Gates	2,300	59	1,350
Graham	1,700	17	300
Granville	6,800	47	3,200
Greene	3,600	37	1,320
Guilford	54,200	62	33,880
Halifax	12,500	36	4,540
Harnett	11,300	27	3,060
Haywood	9,600	34	3,260
Henderson	9,000	39	3,490
Hertford	4,700	61	2,850
Hoke	3,200	34	1,090
Hyde	1,400	30	420
Iredell	14,600	55	8,090
Jackson	4,300	36	1,570
Johnston	15,400	34	5,190
Jones	2,400	24	570
Lee	6,100	44	2,710
Lenoir	11,000	49	5,370
Lincoln	6,800	59	3,980
McDowell	6,500	52	3,390
Macon	3,800	23	870
Madison	4,300	27	1,180
Martin	6,000	61	3,680
Mecklenburg	57,800	68	39,480
Mitchell	3,400	51	1,740
Montgomery	4,200	52	2,190
Moore	8,100	40	3,220
Nash	13,700	33	4,510
New Hanover	19,500	47	9,220
Northampton	5,900	38	2,230
Onslow	10,300	37	3,840
Orange	8,500	52	4,450
Pamlico	2,400	21	510
Pasquotank	6,700	56	3,740
Pender	4,200	24	1,020
Perquimans	2,400	56	1,330
Person	5,200	57	2,980
Pitt	14,300	71	10,140
Polk	3,000	63	1,900
Randolph	13,600	52	7,030
Richmond	9,900	57	5,640
Robeson	19,500	34	6,550
Rockingham	17,100	55	9,340
Rowan	20,600	56	11,540
Rutherford	11,400	63	7,240
Sampson	11,300	26	2,890
Scotland	6,100	30	1,820
Stanly	10,300	73	7,570
Stokes	4,800	57	2,720
Surry	11,500	56	6,420
Swain	2,300	17	400
Transylvania	3,800	39	1,470
Tyrrell	1,200	28	340
Union	10,200	55	5,650
Vance	7,600	42	3,210
Wake	36,800	55	20,310
Warren	4,900	27	1,300
Washington	2,900	42	1,220
Watauga	4,100	32	1,300
Wayne	15,300	55	8,350
Wilkes	10,700	40	4,290
Wilson	12,600	56	7,020
Yadkin	5,500	64	3,500
Yancey	3,500	21	740
NORTH DAKOTA	**167,800**	**37**	***62,300**
Adams	1,200	—	—
Barnes	4,400	70	3,090
Benson	2,400	18	430
Billings	500	—	—
Bottineau	3,100	36	1,110
Bowman	1,000	—	—
Burke	1,800	21	380
Burleigh	8,000	62	4,940
Cass	18,200	63	11,410
Cavalier	2,700	11	300
Dickey	2,500	35	890
Divide	1,400	—	—
Dunn	1,600	—	—
Eddy	1,200	33	400
Emmons	2,100	36	760
Foster	1,500	49	730
Golden Valley	900	—	—
Grand Forks	11,800	39	4,630
Grant	1,600	27	430
Griggs	1,300	65	850
Hettinger	1,800	16	290
Kidder	1,500	38	560
La Moure	2,400	45	1,070
Logan	1,300	30	380
McHenry	3,200	30	950
McIntosh	1,700	33	550
McKenzie	1,800	—	—
McLean	5,300	26	1,390
Mercer	2,100	28	590
Morton	5,300	64	3,400
Mountrail	2,500	21	540
Nelson	1,800	45	810
Oliver	500	39	190
Pembina	3,600	14	490
Pierce	2,100	29	610
Ramsey	3,500	24	820
Ransom	2,300	56	1,290
Renville	1,500	46	690
Richland	5,200	56	2,910
Rolette	2,300	14	310
Sargent	1,800	32	580
Sheridan	1,200	30	350
Sioux	600	16	100
Slope	500	—	—
Stark	4,100	13	510
Steele	1,200	57	680
Stutsman	6,700	37	2,510
Towner	1,400	11	160
Traill	3,000	61	1,830
Walsh	4,700	21	1,000
Ward	10,400	50	5,210
Wells	2,600	29	760
Williams	8,700	—	—
OHIO	**2,610,100**	**82**	**2,149,070**
Adams	6,700	67	4,490
Allen	29,400	68	20,110
Ashland	11,100	79	8,770
Ashtabula	26,300	84	22,040
Athens	12,600	56	7,090
Auglaize	10,100	75	7,560
Belmont	27,000	75	20,200
Brown	7,300	73	5,350
Butler	47,800	86	40,920
Carroll	5,800	82	4,740
Champaign	8,800	73	6,420
Clark	37,200	85	31,430
Clermont	13,500	82	11,120
Clinton	8,600	74	6,340
Columbiana	32,400	77	24,850
Coshocton	10,400	52	5,420
Crawford	13,000	73	9,460
Cuyahoga	455,600	89	404,120
Darke	13,500	83	11,180
Defiance	8,500	74	6,300
Delaware	9,200	78	7,190
Erie	17,700	81	14,390
Fairfield	17,100	79	13,420
Fayette	7,700	70	5,410
Franklin	167,100	86	143,540
Fulton	8,300	81	6,730
Gallia	6,800	70	4,780
Geauga	8,300	66	5,440
Greene	20,200	80	16,100
Guernsey	11,700	61	7,140
Hamilton	251,500	87	218,550
Hancock	15,600	77	12,070
Hardin	9,300	75	6,990
Harrison	5,900	66	3,920
Henry	7,100	76	5,410
Highland	9,600	69	6,640
Hocking	5,700	76	4,350
Holmes	5,400	74	4,010
Huron	12,900	72	9,340
Jackson	8,600	73	6,280
Jefferson	28,300	84	23,860
Knox	11,600	74	8,530
Lake	27,000	85	22,980
Lawrence	14,800	78	11,510
Licking	23,800	62	14,730
Logan	10,700	74	7,910
Lorain	48,700	86	41,980
Lucas	131,500	86	112,700
Madison	6,500	77	4,990
Mahoning	78,300	82	63,970
Marion	17,200	79	13,520
Medina	13,700	85	11,660
Meigs	7,100	67	4,770
Mercer	8,800	63	5,570
Miami	21,000	83	17,470
Monroe	4,600	59	2,700
Montgomery	134,400	88	117,600
Morgan	4,200	61	2,550
Morrow	5,300	77	4,070
Muskingum	24,200	64	15,510
Noble	3,600	61	2,190
Ottawa	9,800	77	7,500
Paulding	4,800	63	3,010
Perry	8,700	79	6,840
Pickaway	8,000	80	6,380
Pike	6,700	70	4,700
Portage	20,200	83	16,690
Preble	8,900	81	7,200
Putnam	7,700	73	5,630
Richland	30,300	80	24,300
Ross	16,500	78	12,890
Sandusky	15,900	71	11,290
Scioto	29,700	72	21,440
Seneca	17,000	80	13,670
Shelby	9,000	74	6,630
Stark	92,100	84	77,640
Summit	136,500	87	118,210
Trumbull	50,600	85	42,960
Tuscarawas	23,000	81	18,610
Union	6,700	71	5,150
Van Wert	9,200	71	6,500
Vinton	2,900	73	2,100
Warren	12,500	79	9,810
Washington	14,400	57	8,180
Wayne	18,200	74	13,400
Williams	9,000	77	6,970
Wood	18,700	85	15,840
Wyandot	6,500	79	5,150
OKLAHOMA	**663,900**	**58**	***385,250**
Adair	3,700	25	910
Alfalfa	3,000	51	1,530
Atoka	3,300	25	830
Beaver	2,100	—	—
Beckham	6,900	16	1,090
Blaine	4,100	66	2,700
Bryan	7,400	24	1,780
Caddo	9,500	57	5,390
Canadian	7,300	69	5,000
Carter	12,100	41	4,990
Cherokee	4,600	31	1,430
Choctaw	4,800	13	620
Cimarron	1,400	—	—
Cleveland	11,100	61	6,750
Coal	1,700	58	990
Comanche	18,000	64	11,610
Cotton	2,600	53	1,390
Craig	4,500	61	2,740
Creek	11,800	68	8,050
Custer	6,100	51	3,140
Delaware	3,800	39	1,500
Dewey	2,400	42	1,000
Ellis	2,300	—	—
Garfield	17,200	62	10,610
Garvin	8,300	59	4,900
Grady	9,800	63	6,220
Grant	2,800	47	1,310
Greer	3,100	23	720
Harmon	2,200	23	510
Harper	1,800	17	300
Haskell	3,000	25	750
Hughes	5,200	39	2,050
Jackson	6,100	33	1,990
Jefferson	2,800	50	1,410
Johnston	2,500	39	970
Kay	15,800	55	8,750
Kingfisher	3,700	69	2,560
Kiowa	5,400	45	2,440
Latimer	2,400	13	310
Le Flore	8,700	15	1,290
Lincoln	6,000	52	3,140
Logan	6,600	58	3,680
Love	1,800	33	600
McClain	3,800	59	2,250
McCurtain	7,500	23	1,710
McIntosh	4,100	43	1,780
Major	3,000	40	1,190
Marshall	2,200	49	1,070
Mayes	5,300	60	3,190
Murray	3,000	70	2,100
Muskogee	19,100	59	11,290
Noble	3,500	63	2,210
Nowata	3,600	61	2,180
Okfuskee	4,100	46	1,900
Oklahoma	115,300	78	90,280
Okmulgee	12,300	55	6,750
Osage	9,300	63	5,890
Ottawa	9,300	58	5,380
Pawnee	3,800	57	2,150
Payne	13,400	48	6,490
Pittsburg	10,700	38	4,080
Pontotoc	8,300	62	5,110
Pottawatomie	12,400	54	6,680
Pushmataha	2,900	15	440
Roger Mills	2,000	14	290
Rogers	5,500	59	3,230
Seminole	9,900	58	5,720
Sequoyah	4,700	29	1,350

TV HOUSEHOLDS

State and County	House-holds	% With Tv	No. With Tv
Stephens	11,500	56	6,470
Texas	4,700	13	600
Tillman	4,700	51	2,400
Tulsa	86,500	80	69,460
Wagoner	4,100	62	2,550
Washington	10,600	63	6,640
Washita	4,600	47	2,170
Woods	4,500	27	1,200
Woodward	4,000	15	620
OREGON	**535,600**	**45**	***240,760**
Baker	5,000	32	1,610
Benton	10,200	32	3,280
Clackamas	29,600	49	14,470
Clatsop	10,900	33	3,610
Columbia	7,000	34	2,360
Coos	17,300	12	2,150
Crook	2,600	—	—
Curry	2,700	18	480
Deschutes	6,700	13	870
Douglas	21,100	16	3,400
Gilliam	1,000	19	190
Grant	2,600	—	—
Harney	2,000	—	—
Hood River	3,800	42	1,580
Jackson	22,100	47	10,410
Jefferson	2,100	24	500
Josephine	10,100	34	3,410
Klamath	13,000	19	2,470
Lake	2,000	11	220
Lane	46,400	45	20,650
Lincoln	7,900	17	1,360
Linn	19,400	34	6,560
Malheur	6,300	47	2,950
Marion	31,900	52	16,590
Morrow	1,400	33	470
Multnomah	171,200	66	112,480
Polk	7,800	44	3,460
Sherman	700	23	160
Tillamook	7,000	29	2,050
Umatilla	15,300	25	3,790
Union	5,800	17	960
Wallowa	2,100	—	—
Wasco	6,400	24	1,550
Washington	22,700	56	12,620
Wheeler	1,100	13	140
Yamhill	10,400	32	3,360
PENNSYLVANIA	**3,161,900**	**78**	**2,472,930**
Adams	13,000	57	7,380
Allegheny	456,100	82	374,000
Armstrong	23,600	77	18,270
Beaver	51,900	82	42,660
Bedford	11,300	82	9,270
Berks	78,000	80	62,320
Blair	41,100	82	33,580
Bradford	15,700	70	11,040
Bucks	67,800	81	55,120
Butler	28,800	80	23,100
Cambria	57,000	81	46,460
Cameron	1,900	60	1,130
Carbon	16,100	73	11,740
Centre	17,300	75	13,060
Chester	44,500	85	37,740
Clarion	10,600	74	7,840
Clearfield	23,700	80	18,960
Clinton	10,700	58	6,230
Columbia	15,900	63	9,950
Crawford	24,000	61	14,690
Cumberland	30,800	63	19,310
Dauphin	62,800	81	51,120
Delaware	134,200	83	111,120
Elk	9,700	43	4,220
Erie	69,400	84	58,500
Fayette	52,600	80	42,080
Forest	1,300	40	520
Franklin	22,900	67	15,320
Fulton	2,900	55	1,600
Greene	12,500	56	7,060
Huntingdon	11,400	74	8,490
Indiana	21,200	67	14,250
Jefferson	14,200	72	10,300
Juniata	4,400	45	1,960
Lackawanna	73,600	78	57,330
Lancaster	70,600	83	58,250
Lawrence	31,700	78	24,850
Lebanon	26,500	82	21,680
Lehigh	59,900	83	49,660
Luzerne	107,100	73	78,500
Lycoming	32,000	46	14,620
McKean	17,100	59	10,050
Mercer	33,800	73	24,780
Mifflin	12,700	66	8,360
Monroe	10,600	75	7,920
Montgomery	107,300	86	92,390
Montour	3,700	73	2,710
Northampton	54,600	82	44,770
Northumberland	33,700	51	17,250
Perry	7,400	52	3,830
Philadelphia	637,500	81	518,290
Pike	3,100	63	1,950
Potter	4,800	49	2,360
Schuylkill	56,400	78	43,940
Snyder	6,400	51	3,290
Somerset	22,800	66	15,030
Sullivan	1,700	54	920
Susquehanna	9,000	76	6,830
Tioga	10,700	55	5,890
Union	6,100	47	2,870
Venango	18,800	58	10,850
Warren	12,300	58	7,150
Washington	61,500	81	50,000
Wayne	8,000	62	4,990
Westmoreland	91,500	82	74,940
Wyoming	4,900	75	3,670
York	64,800	81	52,620
RHODE ISLAND	**246,600**	**83**	**204,760**
Bristol	8,800	81	7,170
Kent	27,200	82	22,360
Newport	17,900	83	14,890
Providence	177,600	84	149,180
Washington	15,100	74	11,160
SOUTH CAROLINA	**544,900**	**48**	**260,220**
Abbeville	5,500	60	3,310
Aiken	23,800	36	8,500
Allendale	3,200	43	1,370
Anderson	23,200	47	10,810
Bamberg	3,900	20	780
Barnwell	6,500	26	1,720
Beaufort	6,600	53	3,470
Berkeley	6,700	50	3,360
Calhoun	3,200	39	1,250
Charleston	48,600	63	30,760
Cherokee	8,300	55	4,550
Chester	7,700	49	3,760
Chesterfield	7,900	42	3,350
Clarendon	6,500	21	1,370
Colleton	7,000	36	2,550
Darlington	11,900	38	4,550
Dillon	6,600	47	3,080
Dorchester	5,500	60	3,300
Edgefield	3,600	56	2,010
Fairfield	4,700	54	2,530
Florence	19,600	53	10,430
Georgetown	7,600	50	3,820
Greenville	48,900	61	29,580
Greenwood	10,700	51	5,420
Hampton	4,300	41	1,750
Horry	13,700	17	2,360
Jasper	2,500	47	1,180
Kershaw	7,300	55	4,040
Lancaster	8,800	48	4,220
Laurens	11,400	34	3,900
Lee	4,600	48	2,210
Lexington	12,100	45	5,410
McCormick	2,100	44	930
Marion	7,500	46	3,490
Marlboro	7,000	37	2,630
Newberry	8,000	40	3,220
Oconee	9,100	30	2,720
Orangeburg	15,900	37	5,960
Pickens	10,000	33	3,260
Richland	40,900	55	22,500
Saluda	3,600	32	1,130
Spartanburg	39,900	43	21,190
Sumter	13,800	41	5,620
Union	7,400	53	3,940
Williamsburg	8,800	46	4,070
York	18,500	48	8,860
SOUTH DAKOTA	**195,300**	**29**	***57,080**
Aurora	1,300	12	160
Beadle	6,800	10	680
Bennett	800	—	—
Bon Homme	2,600	57	1,480
Brookings	5,300	29	1,510
Brown	10,400	16	1,630
Brule	1,700	—	—
Buffalo	400	—	—
Butte	2,500	—	—
Campbell	900	12	110
Charles Mix	4,700	—	—
Clark	2,500	—	—
Clay	3,500	59	2,050
Codington	6,100	19	1,170
Corson	1,400	11	150
Custer	1,600	13	200
Davison	5,300	29	1,540
Day	3,400	11	380
Deuel	1,800	13	230
Dewey	1,200	—	—
Douglas	1,200	20	240
Edmunds	1,800	—	—
Fall River	3,200	—	—
Faulk	1,500	11	160
Grant	2,700	11	310
Gregory	2,500	—	—
Haakon	700	—	—
Hamlin	2,100	23	490
Hand	1,800	—	—
Hanson	1,300	31	400
Harding	700	—	—
Hughes	2,400	—	—
Hutchinson	3,300	40	1,320
Hyde	700	—	—
Jackson	500	—	—
Jerauld	1,200	26	310
Jones	800	—	—
Kingsbury	2,900	43	1,240
Lake	3,100	61	1,900
Lawrence	4,800	—	—
Lincoln	3,800	70	2,660
Lyman	1,100	—	—
McCook	2,500	50	1,260
McPherson	1,700	11	190
Marshall	2,100	33	700
Meade	3,200	—	—
Mellette	800	—	—
Miner	1,700	61	1,030
Minnehaha	23,600	77	18,270
Moody	2,500	48	1,200
Pennington	17,300	16	2,730
Perkins	1,800	12	220
Potter	1,300	—	—
Roberts	3,800	24	930
Sanborn	1,400	17	240
Shannon	1,100	—	—
Spink	3,400	—	—
Stanley	400	—	—
Sully	800	—	—
Todd	1,000	—	—
Tripp	2,400	—	—
Turner	3,500	66	2,320
Union	3,300	82	2,710
Walworth	2,200	—	—
Washabaugh	200	—	—
Yankton	4,300	58	2,490
Ziebach	700	—	—
TENNESSEE	**883,400**	**53**	**464,500**
Anderson	14,900	58	8,630
Bedford	6,600	49	3,240
Benton	2,900	29	850
Bledsoe	1,700	36	610
Blount	14,900	54	8,060
Bradley	8,500	43	3,660
Campbell	8,000	31	2,490
Cannon	2,200	51	1,120
Carroll	7,300	32	2,300
Carter	10,700	48	5,180
Cheatham	2,100	65	1,360
Chester	2,700	41	1,090
Claiborne	5,400	19	1,040
Clay	2,000	33	660
Cocke	5,100	26	1,330
Coffee	6,900	52	3,620
Crockett	4,100	42	1,700
Cumberland	4,500	19	840
Davidson	95,300	71	67,280
Decatur	2,400	20	470
De Kalb	2,600	41	1,080
Dickson	5,000	56	2,780
Dyer	8,800	49	4,350
Fayette	5,800	55	3,220
Fentress	3,200	19	600
Franklin	6,100	24	1,480
Gibson	13,700	34	4,620
Giles	6,800	14	980
Grainger	2,800	26	710
Greene	10,300	24	2,510
Grundy	2,800	33	910
Hamblen	6,800	36	2,450
Hamilton	60,200	55	33,410
Hancock	1,900	23	430
Hardeman	4,900	48	2,360
Hardin	4,000	26	1,040
Hawkins	7,300	23	1,680
Haywood	5,900	52	3,040
Henderson	4,100	28	1,140
Henry	6,500	28	1,840
Hickman	3,000	44	1,320
Houston	1,200	41	500
Humphreys	2,700	56	1,510
Jackson	2,500	36	900
Jefferson	4,800	43	2,050
Johnson	2,600	31	800
Knox	63,600	58	37,080
Lake	2,700	34	920
Lauderdale	6,400	53	3,370
Lawrence	7,000	25	1,750
Lewis	1,500	41	610
Lincoln	6,400	21	1,350
Loudon	6,100	48	2,920
McMinn	8,100	34	2,730
McNairy	5,000	39	1,960
Macon	3,400	44	1,500
Madison	17,000	46	7,820
Marion	4,900	61	3,000
Marshall	5,000	45	2,250
Maury	10,700	40	4,250
Meigs	1,300	29	380
Monroe	5,500	48	2,620
Montgomery	11,400	56	6,340
Moore	1,200	14	170
Morgan	3,100	27	840
Obion	7,900	33	2,620
Overton	3,900	22	840
Perry	1,500	20	310
Pickett	1,000	22	220
Polk	3,000	44	1,310
Putnam	7,800	41	3,200
Rhea	3,800	40	1,520
Roane	8,100	51	4,120
Robertson	6,900	59	4,090
Rutherford	10,900	63	6,820
Scott	3,900	25	990
Sequatchie	1,300	36	460
Sevier	5,400	27	1,430
Shelby	146,200	76	111,840
Smith	3,600	43	1,550
Stewart	1,900	49	940
Sullivan	27,900	47	13,200
Sumner	8,800	60	5,270
Tipton	7,300	57	4,190
Trousdale	1,600	40	650
Unicoi	3,800	28	1,060
Union	1,900	31	590
Van Buren	800	21	170
Warren	6,300	39	2,440
Washington	15,300	55	8,480
Wayne	3,200	12	390
Weakley	7,500	27	2,060
White	3,900	35	1,370
Williamson	5,800	57	3,310
Wilson	7,400	53	3,960
TEXAS	**2,392,700**	**56**	***1,337,330**
Anderson	8,200	22	1,830
Andrews	2,600	46	1,210
Angelina	10,400	27	2,860
Aransas	1,200	37	440
Archer	1,900	51	970
Armstrong	600	52	310
Atascosa	4,700	54	2,530
Austin	4,200	43	1,790
Bailey	2,200	63	1,380
Bandera	1,200	52	620
Bastrop	5,200	38	1,990
Baylor	2,200	40	880
Bee	4,900	42	2,050
Bexar	139,900	76	107,020
Bell	22,800	53	12,130
Blanco	1,300	42	540
Borden	200	58	120
Bosque	3,200	40	1,280
Bowie	19,300	46	8,860
Brazoria	16,100	63	10,190
Brazos	11,000	30	3,300
Brewster	1,900	—	—
Briscoe	900	39	—
Brooks	2,700	17	350
Brown	8,600	33	460
Burleson	3,200	32	2,820
Burnet	2,800	38	1,030
Caldwell	4,800	49	1,070
Calhoun	3,000	18	2,330
Callahan	2,400	46	550
Cameron	38,800	37	1,110
Camp	2,400	45	14,320
Carson	1,900	53	1,070
Cass	6,400	51	1,020
Castro	1,600	37	3,220
Chambers	2,300	58	600
Cherokee	9,300	24	1,330
Childress	3,500	23	2,190
Clay	2,600	63	800
Cochran	1,700	54	1,650
Coke	1,200	25	930
Coleman	4,000	45	300
Collin	11,800	54	1,810
Collingsworth	2,300	21	6,420
Colorado	5,100	44	490
Comal	5,100	57	2,240
Comanche	4,100	16	2,900
Concho	1,500	28	660
Cooke	6,000	66	430
Coryell	4,400	60	3,940
Cottle	1,500	25	2,630
Crane	1,400	49	380
Crockett	1,200	—	690
Crosby	2,500	61	—
Culberson	500	31	1,540
Dallam	2,400	68	160
Dallas	226,000	77	1,640
Dawson	5,800	33	175,140
Deaf Smith	3,100	43	1,930
Delta	2,000	23	1,330
Denton	10,500	65	450
De Witt	6,400	39	6,830
Dickens	1,800	32	2,490
Dimmit	2,400	30	580
Donley	1,600	49	720
Duval	3,300	27	790
Eastland	7,000	38	900
Ector	17,700	48	2,700
Edwards	800	15	8,480
Ellis	12,300	66	120
El Paso	59,900	74	8,120
Erath	5,200	32	44,510
Falls	6,700	42	1,670
Fannin	8,100	32	2,840
Fayette	6,200	36	2,620
Fisher	2,600	36	2,220
Floyd	3,000	64	940
Foard	1,100	34	1,910
Fort Bend	7,500	50	370
Franklin	1,500	29	3,780
Freestone	3,900	40	440
Frio	2,700	51	1,550
Gaines	2,400	63	1,360
Galveston	37,900	55	1,510
Garza	1,800	47	20,970
Gillespie	3,100	30	860
Glasscock	200	44	940
Goliad	1,400	25	90
Gonzales	4,900	51	350
Gray	7,400	54	2,500
Grayson	21,200	46	4,000
Gregg	18,900	45	9,730
Grimes	3,800	44	8,490
Guadalupe	6,900	70	1,670
Hale	9,200	59	4,800
Hall	2,800	19	5,440
Hamilton	3,000	42	530
Hansford	1,200	61	1,260
Hardeman	3,000	41	740
Hardin	5,700	33	1,230
Harris	287,100	72	1,890
Harrison	12,200	36	208,140
Hartley	500	50	4,360
Haskell	3,600	41	250
Hays	4,500	53	1,460
Hemphill	1,300	26	2,400
Henderson	5,800	25	340
Hidalgo	44,500	37	1,470
Hill	8,600	63	16,380
Hockley	7,000	56	5,400
Hood	1,400	57	3,910
Hopkins	6,200	28	800
Houston	5,600	21	1,710
Howard	8,200	56	1,190
Hudspeth	1,300	50	4,620
Hunt	11,300	71	650
Hutchinson	11,400	71	8,060
Irion	500	19	8,140
Jack	2,100	58	90
Jackson	3,600	38	1,220
Jasper	5,300	27	1,370
Jeff Davis	500	—	1,430
Jefferson	62,000	52	—
Jim Hogg	1,300	37	31,990
Jim Wells	7,700	19	480
Johnson	9,600	65	1,480
Jones	6,500	48	6,240
Karnes	3,900	46	3,100
Kaufman	7,300	63	1,780
Kendall	1,700	65	4,610
Kenedy	100	28	1,100
Kent	500	29	30
Kerr	4,200	31	140
Kimble	1,200	16	1,300
King	200	22	190
Kinney	500	13	40
Kleberg	7,300	28	70
Knox	2,600	38	2,050
Lamar	11,900	13	990
Lamb	5,900	62	1,500
Lampasas	2,900	48	3,670
			1,390

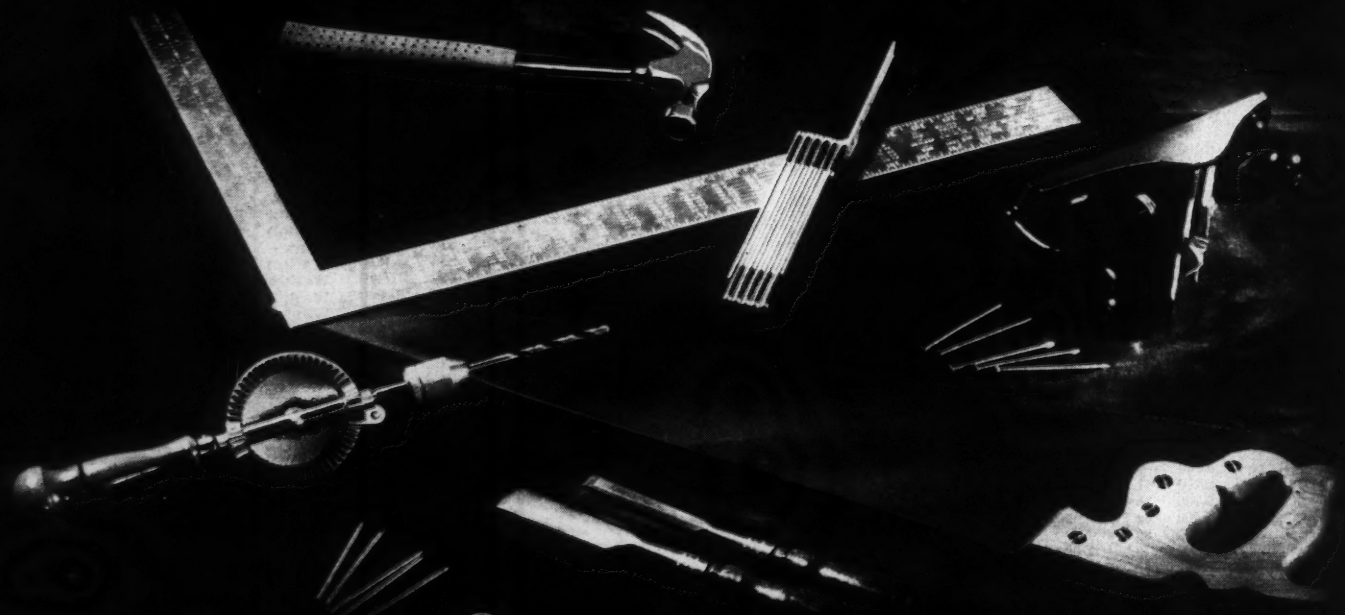
State and County	Households	% With TV	No. With TV
La Salle	1,900	38	720
Lavaca	5,700	44	2,530
Lee	2,500	38	960
Leon	2,900	20	590
Liberty	7,700	64	4,940
Limestone	6,100	41	2,490
Lipscomb	1,100	19	210
Live Oak	2,100	44	910
Llano	1,800	32	570
Loving	100	22	20
Lubbock	39,900	60	24,020
Lynn	2,800	47	1,330
McCulloch	3,100	16	490
McLennan	40,100	57	22,740
McMullen	500	28	140
Madison	1,900	44	840
Marion	2,400	33	790
Martin	1,400	53	740
Mason	1,600	19	300
Matagorda	6,400	42	2,710
Maverick	3,000	18	550
Medina	4,600	64	2,930
Menard	1,100	18	190
Midland	12,500	55	6,840
Milam	5,900	37	2,180
Mills	1,600	22	350
Mitchell	4,100	27	1,090
Montague	4,700	60	2,820
Montgomery	7,100	60	4,240
Moore	6,300	66	4,150
Morris	2,500	53	1,330
Motley	1,100	28	310
Nacogdoches	7,500	19	1,440
Navarro	10,600	47	4,990
Newton	2,400	32	770
Nolan	6,100	44	2,710
Nueces	56,300	37	20,770
Ochiltree	2,000	35	690
Oldham	400	59	240
Orange	14,800	44	6,590
Palo Pinto	5,800	54	3,140
Panola	4,400	25	1,080
Parker	6,800	64	4,350
Parmer	1,800	22	400
Pecos	2,600	—	—
Polk	4,000	53	2,110
Potter	29,700	78	23,230
Presidio	1,600	—	—
Rains	900	36	330
Randall	6,100	66	4,030
Reagan	900	37	330
Real	700	27	190
Red River	5,500	21	1,140
Reeves	4,000	—	—
Refugio	2,600	30	790
Roberts	300	55	170
Robertson	4,900	29	1,420
Rockwall	1,500	71	1,060
Runnels	4,600	46	2,130
Rusk	10,600	30	3,180
Sabine	2,000	16	320
San Augustine	1,900	11	200
San Jacinto	1,700	36	610
San Patricio	9,400	41	3,890
San Saba	2,400	16	390
Schleicher	700	22	160
Scurry	8,500	27	2,340
Shackelford	1,200	36	440
Shelby	5,900	13	790
Sherman	700	65	450
Smith	21,500	40	8,600
Somervell	800	37	290
Starr	3,100	10	310
Stephens	3,000	26	770
Sterling	400	43	170
Stonewall	900	33	300
Sutton	1,000	—	—
Swisher	2,400	46	1,100
Tarrant	147,000	71	105,100
Taylor	20,600	61	12,460
Terrell	900	—	—
Terry	4,000	63	2,510
Throckmorton	900	55	500
Titus	4,800	34	1,640
Tom Green	20,000	51	10,280
Travis	47,200	61	28,600
Trinity	2,500	50	1,250
Tyler	2,900	25	730
Upshur	5,000	34	1,690
Upton	1,700	35	600
Uvalde	4,600	25	1,160
Val Verde	4,200	—	—
Van Zandt	5,700	61	3,500
Victoria	9,700	28	2,760
Walker	4,400	55	2,410
Waller	3,000	59	1,780
Ward	4,300	18	800
Washington	5,300	45	2,370
Webb	14,000	—	—
Wharton	9,800	45	4,460
Wheeler	2,500	29	720
Wichita	32,500	70	22,590
Wilbarger	5,800	54	3,110
Willacy	6,400	28	1,800
Williamson	10,400	55	5,700
Wilson	3,300	52	1,720
Winkler	3,800	23	870
Wise	4,400	57	2,510
Wood	5,400	37	1,980
Yoakum	1,100	52	570
Young	4,700	51	2,400
Zapata	1,000	39	390
Zavala	2,700	24	650
UTAH	**207,900**	**68**	***142,350**
Beaver	1,300	—	—
Box Elder	5,500	73	3,990
Cache	9,400	62	5,780
Carbon	7,200	30	2,170
Daggett	100	22	20
Davis	10,200	76	7,740
Duchesne	2,100	30	640
Emery	1,400	—	—
Garfield	900	13	120
Grand	500	—	—
Iron	2,600	—	—
Juab	1,500	54	810
Kane	600	—	—
Millard	2,500	38	950
Morgan	600	71	430
Piute	500	—	—
Rich	500	54	270
Salt Lake	87,200	81	70,810
San Juan	1,100	—	—
Sanpete	3,800	40	1,530
Sevier	3,300	34	1,110
Summit	1,800	58	1,040
Tooele	5,300	68	3,620
Uintah	2,800	—	—
Utah	23,500	77	18,020
Wasatch	1,300	64	840
Washington	2,700	—	—
Wayne	300	—	—
Weber	27,400	78	21,450
VERMONT	**108,900**	**53**	**58,080**
Addison	5,100	53	2,710
Bennington	7,700	54	4,130
Caledonia	7,100	54	3,830
Chittenden	18,400	70	12,840
Essex	1,800	48	870
Franklin	8,300	63	5,240
Grand Isle	800	55	440
Lamoille	3,000	59	1,770
Orange	4,700	27	1,250
Orleans	5,700	52	2,950
Rutland	13,200	59	7,840
Washington	12,000	63	7,520
Windham	8,500	24	2,030
Windsor	12,600	37	4,660
VIRGINIA	**912,700**	**59**	**537,760**
Accomack	10,000	31	3,060
Albemarle	13,400	40	5,310
Alleghany	7,500	57	4,280
Amelia	1,700	44	750
Amherst	4,300	49	2,120
Appomatox	1,900	45	850
Arlington	69,600	80	55,470
Augusta	17,400	41	7,190
Bath	1,500	39	590
Bedford	7,400	44	3,250
Bland	1,400	42	590
Botetourt	3,900	41	1,580
Brunswick	4,300	38	1,630
Buchanan	8,000	20	1,600
Buckingham	2,600	29	750
Campbell	2,100	61	12,730
Caroline	2,600	55	1,420
Carroll	6,800	30	2,030
Charles City	900	63	570
Charlotte	3,100	37	1,160
Chesterfield	13,300	63	8,340
Clarke	1,800	57	1,030
Craig	800	59	470
Culpeper	3,200	66	2,120
Cumberland	1,600	38	600
Dickenson	5,100	17	880
Dinwiddie	13,400	66	8,820
Essex	1,400	66	920
Fairfax	32,300	79	25,420
Fauquier	5,400	66	3,590
Floyd	2,600	38	990
Fluvanna	1,800	51	920
Franklin	5,700	44	2,500
Frederick	9,100	62	5,670
Giles	4,900	61	2,960
Gloucester	2,900	56	1,630
Goochland	1,700	48	810
Grayson	5,600	34	1,880
Greene	1,100	31	340
Greensville	3,800	39	1,500
Halifax	9,600	54	5,160
Hanover	5,600	57	3,210
Henrico	85,900	75	64,340
Henry	12,400	56	6,920
Highland	800	43	340
Isle of Wight	3,500	49	1,710
James City	2,700	74	1,990
King and Queen	1,400	55	770
King George	1,800	55	990
King William	1,900	65	1,230
Lancaster	2,300	47	1,070
Lee	8,000	21	1,660
Loudoun	5,100	74	3,790
Louisa	3,000	49	1,460
Lunenburg	3,400	40	1,350
Madison	2,100	31	660
Mathews	1,800	70	1,260
Mecklenburg	8,000	43	3,440
Middlesex	1,900	61	1,160
Montgomery	10,300	63	6,500
Nansemond	9,800	59	5,810
Nelson	3,200	45	1,440
New Kent	1,000	58	580
Newport News	45,400	71	32,190
Norfolk	128,600	74	95,550
Northampton	4,600	35	1,630
Northumberland	2,400	46	1,090
Nottoway	4,300	57	2,460
Orange	3,100	42	1,290
Page	3,800	41	1,560
Patrick	3,600	29	1,030
Pittsylvania	26,600	39	10,400
Powhatan	1,200	41	490
Prince Edward	3,700	52	1,910
Prince George	6,900	65	4,490
Prince William	5,200	76	3,930
Princess Anne	12,700	62	7,910
Pulaski	7,400	49	3,600
Rappahannock	1,400	48	670
Richmond	1,400	64	890
Roanoke	38,700	64	24,810
Rockbridge	7,100	35	2,510
Rockingham	12,400	47	5,790
Russell	6,100	28	1,710
Scott	6,700	28	1,880
Shenandoah	5,600	49	2,720
Smyth	7,100	35	2,460
Southampton	6,300	44	2,740
Spotsylvania	6,400	66	4,250
Stafford	3,200	51	1,620
Surry	1,500	54	810
Sussex	2,700	56	1,510
Tazewell	11,500	30	3,400
Warren	4,300	53	2,300
Washington	13,100	25	3,310
Westmoreland	2,700	58	1,570
Wise	13,600	30	4,030
Wythe	5,800	37	2,150
York	3,300	59	1,940
WASHINGTON	**815,100**	**60**	**490,480**
Adams	2,500	43	1,070
Asotin	3,600	35	1,270
Benton	21,000	24	5,120
Chelan	12,900	32	4,080
Clallam	8,400	61	5,080
Clark	27,900	62	17,380
Columbia	1,400	43	600
Cowlitz	17,800	45	8,030
Douglas	3,700	24	900
Ferry	900	45	410
Franklin	6,900	38	2,640
Garfield	900	38	350
Grant	9,300	32	2,960
Grays Harbor	17,200	39	6,690
Island	4,100	73	3,010
Jefferson	3,300	68	2,260
King	260,100	70	183,110
Kitsap	28,500	77	22,060
Kittitas	6,400	24	1,520
Klickitat	3,700	32	1,190
Lewis	13,800	49	6,790
Lincoln	3,300	72	2,360
Mason	5,100	66	3,360
Okanogan	8,800	15	1,360
Pacific	5,400	33	1,760
Pend Oreille	2,500	50	1,240
Pierce	89,300	68	60,550
San Juan	1,200	60	720
Skagit	13,500	51	6,870
Skamania	1,600	40	630
Snohomish	43,100	66	28,230
Spokane	78,600	71	55,650
Stevens	5,500	46	2,540
Thurston	15,300	63	9,700
Wahkiakum	900	48	430
Walla Walla	12,600	31	3,910
Whatcom	21,700	44	9,550
Whitman	8,700	45	3,950
Yakima	43,700	48	21,150
WEST VIRGINIA	**496,300**	**55**	**271,440**
Barbour	4,700	43	2,010
Berkeley	8,000	65	5,210
Boone	7,500	55	4,120
Braxton	3,800	28	1,070
Brooke	6,900	81	5,560
Cabell	32,700	81	26,450
Calhoun	2,100	39	810
Clay	3,200	45	1,440
Doddridge	2,100	22	460
Fayette	18,800	48	9,060
Gilmer	2,100	21	450
Grant	2,200	26	570
Greenbrier	9,200	44	4,060
Hampshire	2,900	25	710
Hancock	8,800	81	7,140
Hardy	2,300	31	710
Harrison	22,300	29	6,510
Jackson	3,600	43	1,550
Jefferson	4,300	62	2,650
Kanawha	64,500	73	47,280
Lewis	4,600	22	1,000
Lincoln	4,700	71	3,360
Logan	17,500	62	10,900
McDowell	21,200	50	10,680
Marion	19,400	58	11,160
Marshall	9,000	68	6,150
Mason	6,000	75	4,490
Mercer	18,300	51	9,280
Mineral	5,700	41	2,320
Mingo	10,800	63	6,780
Monongalia	15,600	50	7,830
Monroe	2,900	39	1,130
Morgan	2,300	37	840
Nicholas	6,500	42	2,720
Ohio	20,600	83	17,120
Pendleton	2,000	44	870
Pleasants	1,600	48	770
Pocahontas	2,700	30	820
Preston	7,400	40	2,970
Putnam	5,000	71	3,570
Raleigh	22,700	37	8,420
Randolph	7,000	28	1,990
Ritchie	3,000	31	920
Roane	3,900	43	1,680
Summers	4,300	45	1,960
Taylor	4,400	30	1,340
Tucker	2,400	31	750
Tyler	2,600	41	1,060
Upshur	4,800	16	780
Wayne	8,100	64	5,210
Webster	3,900	34	1,340
Wetzel	4,700	43	2,040
Wirt	1,200	36	440
Wood	18,800	39	7,410
Wyoming	8,700	41	3,520
WISCONSIN	**1,059,800**	**67**	**709,040**
Adams	2,500	20	510
Ashland	5,400	41	2,210
Barron	10,400	46	4,760
Bayfield	3,900	32	1,240
Brown	29,400	80	23,520
Buffalo	4,400	51	2,260
Burnett	3,000	44	1,310
Calumet	5,400	68	3,680
Chippewa	11,900	56	6,710
Clark	9,200	29	2,660
Columbia	10,700	45	4,760
Crawford	5,000	30	1,490
Dane	52,300	61	31,800
Dodge	17,300	69	11,900
Door	6,600	61	4,050
Douglas	14,300	61	8,750
Dunn	7,800	60	4,700
Eau Claire	17,300	60	10,410
Florence	1,200	32	380
Fond du Lac	20,600	66	13,550
Forest	2,300	36	820
Grant	12,500	41	5,130
Green	7,600	44	3,310
Green Lake	4,700	46	2,180
Iowa	5,700	34	1,930
Iron	2,500	26	640
Jackson	4,900	32	1,590
Jefferson	13,500	71	9,610
Juneau	5,500	25	1,370
Kenosha	25,100	81	20,410
Kewaunee	4,800	64	3,070
La Crosse	21,100	53	11,230
Lafayette	5,300	34	1,790
Langlade	6,100	53	3,230
Lincoln	6,600	38	2,530
Manitowoc	20,700	72	14,990
Marathon	23,100	46	10,560
Marinette	10,500	54	5,650
Marquette	2,700	37	990
Milwaukee	277,800	88	243,080
Monroe	8,800	42	3,670
Oconto	7,400	63	4,670
Oneida	6,500	29	1,870
Outagamie	24,900	76	18,950
Ozaukee	7,600	85	6,450
Pepin	2,100	53	1,110
Pierce	6,300	74	4,690
Polk	7,500	70	5,240
Portage	9,300	46	4,280
Price	4,700	19	890
Racine	35,700	83	29,670
Richland	5,300	36	1,890
Rock	30,700	57	17,380
Rusk	4,600	38	1,730
St. Croix	7,800	77	6,010
Sauk	12,000	28	3,360
Sawyer	3,000	39	1,180
Shawano	9,700	52	5,010
Sheboygan	25,500	74	18,870
Taylor	4,800	33	1,560
Trempealeau	6,900	64	4,440
Vernon	7,800	38	2,990
Vilas	3,000	19	580
Walworth	14,400	71	10,180
Washburn	3,300	42	1,390
Washington	10,700	86	9,220
Waukesha	28,700	85	24,280
Waupaca	10,600	65	6,880
Waushara	4,300	30	1,270
Winnebago	29,100	60	17,430
Wood	15,200	47	7,140
WYOMING	**92,200**	**21**	***18,920**
Albany	5,900	28	1,660
Big Horn	3,600	13	480
Campbell	1,400	—	—
Carbon	5,000	—	—
Converse	1,700	—	—
Crook	1,200	—	—
Fremont	5,900	—	—
Goshen	3,600	17	610
Hot Springs	1,800	—	—
Johnson	1,400	—	—
Laramie	15,700	58	9,090
Lincoln	2,400	21	490
Natrona	13,300	18	2,390
Niobrara	1,200	—	—
Park	5,200	13	660
Platte	2,400	19	470
Sheridan	6,200	—	—
Sublette	900	—	—
Sweetwater	6,300	—	—
Teton	800	46	370
Uinta	1,700	33	560
Washakie	2,100	22	460
Weston	2,400	—	—
Yellowstone Park	100	27	30

if you're building a market...

you need tools . . . tools that will do the best possible work and the quickest!

WRGB-TV is your best sales tool in rich Northeastern New York and Western New England. 480,850 families depend upon WRGB's 16 years of leadership to provide them with fine service and program quality.

It will pay you to study the television market in our coverage area of 30 counties, including the important tri-cities of Albany, Schenectady and Troy.



Represented Nationally by NBC Spot Sales

WRGB

A General Electric Station

(A&A continues from page 32)

"all study the fundamentals of tv"—with the result that "important new talent" has been discovered in people who had been afraid to tackle television," and that some of the "lost generation" have been helped "to become much more familiar with the problems and their responsibilities in this slightly stupendous medium."

Mr. Tinker continued: "Creative people are a strange and highly volatile breed, alarmingly human, made foolish by money and wise by liquor! With bulging talents and caved-in weaknesses, it's hard for us to make them fit a nice neat job definition on a chart. And is it right to do this—to try to tamp a round creature into a square hole?

"Instead, shouldn't we study and utilize their human strengths to the greatest degree and let specialists in other fields make up for the obvious weaknesses? For when you *do* coordinate the talents of bright creative minds with the talents of other agency specialists, wonderful things happen . . ."

HOLBROOK ELECTED CHAIRMAN OF AAAA

Melvin Brorby becomes vice chairman and Donald Clifford elected to the position of secretary-treasurer.

ROBERT D. HOLBROOK, board chairman of Compton Adv., New York, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA's 38th annual meeting opened at Greenbrier Hotel, White Sulphur Springs, W. Va.

Mr. Holbrook, 55, has been with Compton since 1933. He was president from 1946 until last year when he was elected board chairman. He succeeds Henry G. Little, president and board chairman of Campbell-Ewald, Detroit, as head of the association.

Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago, was elected vice chairman and Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, New York, was named secretary-treasurer.

AAAA President Frederic R. Gamble, it was announced, has been re-engaged for another two-year term.

Three agency officials were elected directors-at-large for three-year terms. They are Emerson Foote, executive vice president of McCann-Erickson, New York; Harry Harding, senior vice president of Young & Rubicam, New York, and Bryan Houston, board chairman of Bryan Houston Inc., New York.

The following were named directors representing the four AAAA regions for one-year terms.

Eastern region—W. L. Shepardson, James Thomas Chirurg Co., Boston; Earle Steiert, Richard A. Foley Adv., Philadelphia, and Adolph J. Toigo, Lennen & Newell, New York.

East central—Andrew B. Meldrum, Meldrum & Fewsmith, Cleveland.

Central—F. Strother Cary Jr., Leo Burnett Co., Chicago, and L. O. Holmberg, Compton Adv., Chicago.

Western—Trevor Evans, Pacific National Adv., Seattle.

Six other directors continue on the board as directors-at-large.

The newly elected board named a seven-man operations committee composed of Messrs. Holbrook, Brorby, Clifford and Gamble and Walter Buchen, Buchen Co., Chicago; J. Davis Danforth, BBDO, New York, and George C. Reeves, J. Walter Thompson Co., Chicago.

ADV. EXECUTIVES HOLD INTERNATIONAL MEET

Representatives from 35 countries convene for opening of AAAA conference in New York. Delegates also attend AAAA's 38th annual session at White Sulphur Springs, W. Va., visit Washington.

A ROUND of meetings, speeches, agency inspection tours, and parties marked the opening of the American Assn. of Advertising Agencies' International Meeting of Advertising Agency Leaders in New York last week.

Top advertising executives from 35 countries were on hand for sessions which extended from Monday through Wednesday afternoon, then "adjourned" to the Greenbrier, White Sulphur Springs, W. Va., for the AAAA's 38th annual meeting Thursday through Saturday [see story page 31].

The international meet resumes today (Mon.) in Washington, where further meetings and visits are scheduled through Tuesday morning, when the group returns to New York for further sessions and, as AAAA guests, joins the International Adv. Assn. in its eighth annual convention there Thursday and Friday.

Marion Harper Jr., president of McCann-Erickson, and Sigurd S. Larmon, president of Young & Rubicam, were principal U. S. agency speakers at Monday's session. Henry G. Little, president and chairman of Campbell-Ewald, Detroit, and chairman of the AAAA board, outlined plans for the two-week meeting and extended greetings from President Eisenhower. Frederic R. Gamble, AAAA president, traced the meeting's genesis and its broad objective—that of acquainting foreign advertising executives with U. S. advertising operations and providing an exchange of ideas and understanding between agency leaders in this country and those from overseas.

Need For Creativity

Mr. Harper, in a speech on "the challenge of change," emphasized that "creativity is indeed crucial" in the advertising business and that creative people must "know as much about the market to produce good advertising as the manufacturer must know about it to produce the right goods." As between research and creativity, he said, "one must feed the other."

Mr. Larmon stressed advertising's role in the "Economic Development of the Free World."

Three foreign leaders (representing different areas) among the key speakers were Frans Lohse, president of Aktiebolaget S. Gumaelius Adv., Stockholm; Lt. Col. Alan M. Wilkinson of London Press Exchange Ltd., president of the Institute of Practitioners in Advertising, and Mario Garcia-Pena, managing director of Propaganda Epoca Ltda., Bogota. In addition, Hideo Yoshida, president of Dentsu Adv., Tokyo, and chairman of the Japanese Assn. of Adv. Agencies, delivered a greeting in Japanese, and a paper on Japanese advertising was presented.

Col. Wilkinson, in his speech on "Social and Cultural Effects of Advertising," offered this observation on tv:

"Television, which both of us [U. S. and Britain] have, and the whole world will have one day, can surely play a great part in helping international relations. With television we can see each other, listen to each other, study our ways, habits, our manners and our thoughts, and it would seem—for we too now have what we call commercial television—that this is inseparable from advertising and, therefore, from our work. We in advertising, therefore, with this great power so largely in our hands, have surely an immense responsibility.

"In this electronic age . . . who can say what in a few years time will be the range or limit of any television broadcast and, therefore, of the influence which will largely be ours for good or the reverse. Should we not contemplate the probability, indeed the certainty, that one day the whole civilized world will be able to receive the same picture and so the same message at one and the same time, for after all, pictures like music cut right across the barriers of language. What a contribution this could be towards good neighborliness, toward one world."

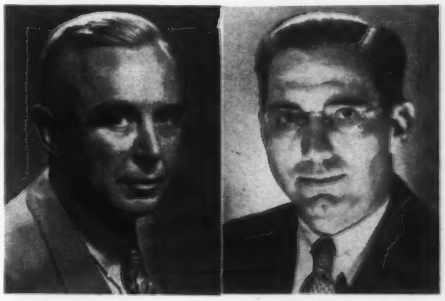
The international group was welcomed to New York by Mayor Robert F. Wagner, who pointed out that 55% of all advertising agency business in the U. S. takes place in New York and that 36 of the 100 largest advertisers have New York headquarters.

Today's (Monday) meeting in Washington is slated to open at the Commerce Building with greetings by Commerce Secretary Sinclair Weeks and a presentation by the Dept. of Commerce. After luncheon there will be visits to the Census Bureau and to Voice of America studios (where the delegates will have an opportunity to record messages for broadcast overseas). A tour of the White House, additional Voice of America visits, and luncheon with the U. S. Chamber of Commerce at its annual meeting will wind up the Washington phase tomorrow.

GEYER ADV. STOCK SOLD TO EMPLOYES

A SUBSTANTIAL amount of stock in Geyer Adv., New York, will be sold to 40 key executives and employes of the 46-year-old advertising agency, it is being announced today (Monday). Also to be announced is the election of Executive Vice President Sam M. Ballard as president and the formation of a board of directors.

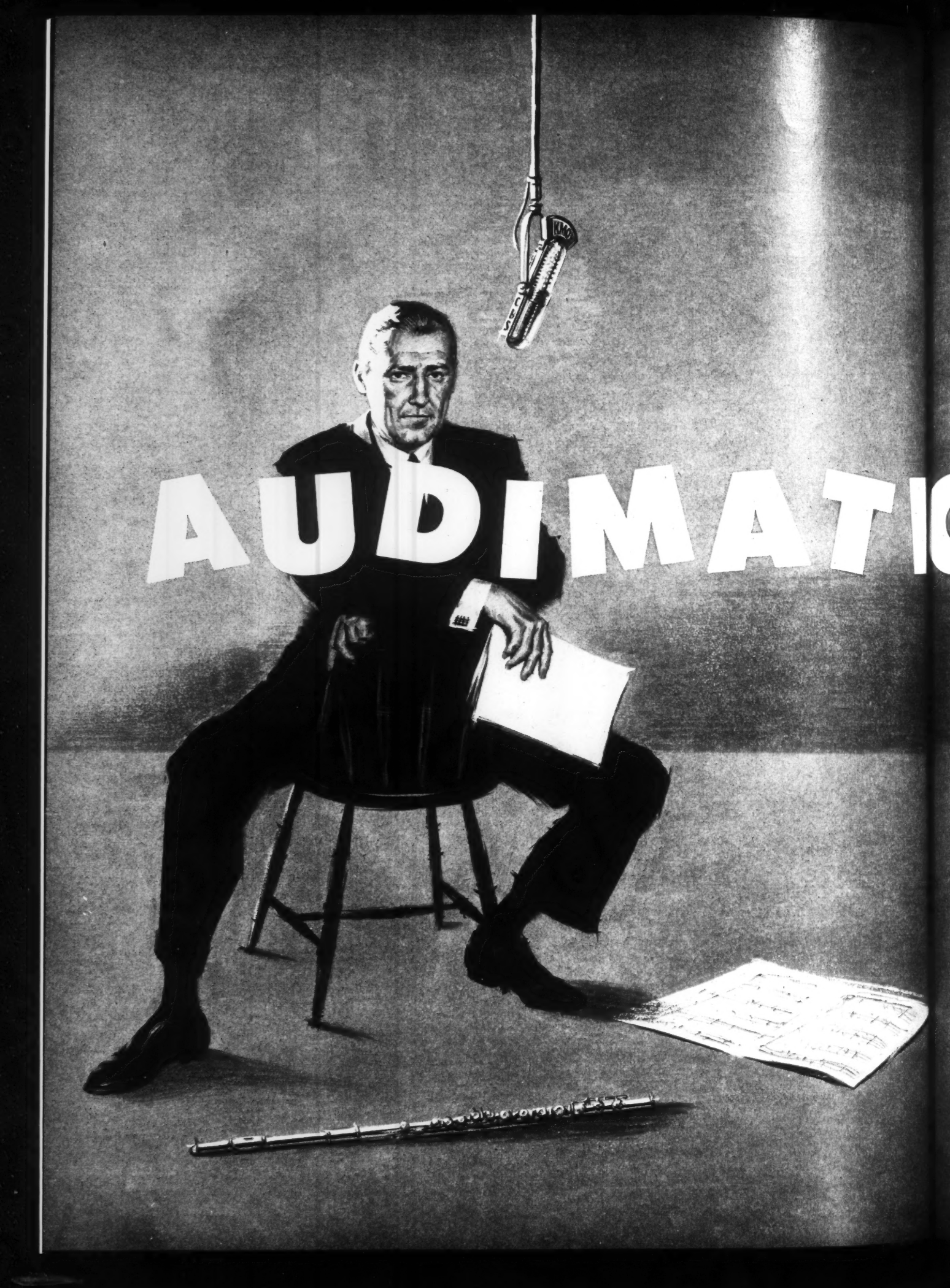
Heretofore, all stock in the agency has been held exclusively by retiring President B. B. Geyer and his immediate family. Mr. Geyer,

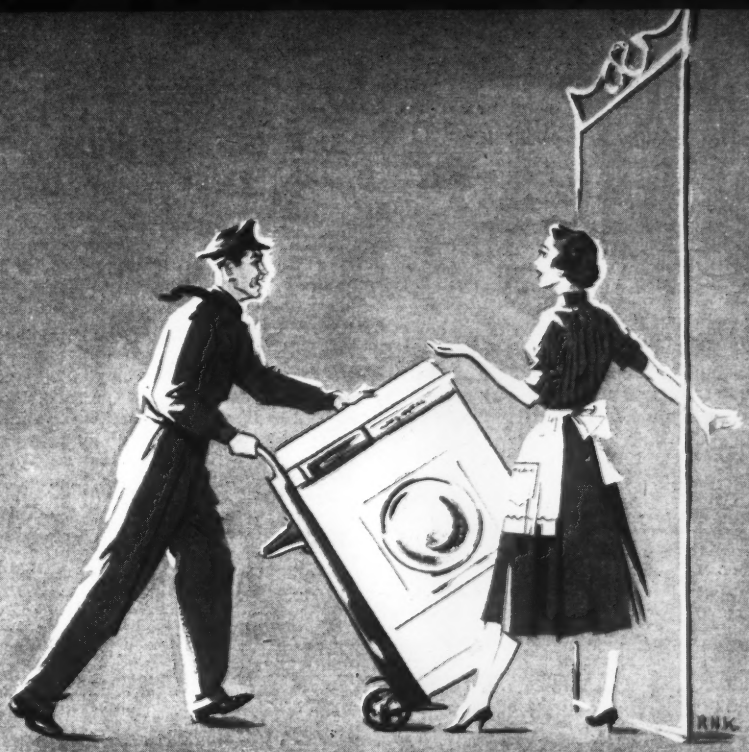


MR. GEYER MR. BALLARD

on relinquishing his presidential duties to Mr. Ballard, will become the firm's first board chairman.

Purchasing what Mr. Geyer has described as "a substantial interest in the firm" are Mr. Ballard; E. G. Frost, vice president in charge of Geyer's Dayton, Ohio, office; John F. Henry Jr., vice president in charge of the Detroit office; John R. Geyer, assistant general manager and secretary of the board; John R. Kunz, treasurer, and Frank A. Kearney, Neal Nyland, Ralph C. Robertson and Edward G. Zern, all vice presidents. B. B. and John R. Geyer,


AUDIMATIC



ION KMOX

. . . Audimation KMOX is mass-produced sales through deft radio programming . . . a sensitive balance of the CBS Radio Network schedule with potent local programs. It's the mass appeal of St. Louis Cardinal Baseball — "Billiken" Basketball — Notre Dame Football . . . the Star appeal of KMOX's new "Matinee". . . PLUS top-rated local personalities: Rex Davis (News), Curt Ray, Harry Fender, Jim Butler (music), Phil Stevens (HPL), Ted Mangner (farm), Harry Caray, Bob Burnes, Joe Garagiola, Jack Buck (sports).

KMOX AUDIMATED MARKETING IS GEARED TO YOUR AUTOMATED PRODUCTION.

KMOX

The Voice of St. Louis
CBS Owned—50,000 Watts
Represented by
CBS Radio Spot Sales

Messrs. Ballard, Frost, Henry, Kunz, Kearney, Nyland, Robertson and Zern will make up the agency's first board of directors. Additional stock in varying amounts is being bought by other Geyer vice presidents, account executives and department heads.

An agency spokesman, while declining to state the price and percentages involved in the stock transaction, indicated last week that Mr. Geyer still will retain the "bulk" of the stock, with perhaps as much as 50% sold to employes.

Mr. Ballard joined the agency in 1953 as vice president and chairman of the accounts policy committee after serving as executive vice president of Gardner Adv., St. Louis. Shortly thereafter, he was named executive vice president of Geyer.

NC&K Gets $1 Million Hudson Pulp, Paper Account

HUDSON Pulp & Paper Co., New York, with an estimated $1 million advertising budget, after a three-month period of looking over a number of advertising agencies [B•T, Jan. 30] last week officially named Norman, Craig & Kummel, New York as its agency.

The advertiser had asked for bids from at least a half-dozen advertising agencies as early as Jan. 30, long before Hudson's present agency, The Biow Co., New York, announced intentions of ceasing operations June 30. At that time, Irwin A. Zuckerman, vice president of Hudson Pulp, notified Mr. Biow in a letter that "we are inviting a select group of advertising agencies to make a formal solicitation of the account . . ."

Hudson Pulp is a large television spot advertiser.

The addition of Hudson Plup & Paper marks the third major account that Norman, Craig & Kummel has been awarded within the past three months. Other accounts recently added to the agency's upped billings are Speidel Watchband Corp. and the National Democratic Committee. Additionally, the agency recently bought an hour-alternate-week show to start in the fall on CBS-TV for another client, Ronson lighters.

Kaiser Aluminum Plans Show On Network Tv This Summer

KAISER Aluminum & Chemical Corp., Oakland, Calif., breaks into national network television advertising this summer with sponsorship of a new hour live dramatic show on NBC-TV on alternate Tuesdays, 9:30-10:30 p.m. EDT. To begin July 3, the program is not yet definite on format and producer but time and talent are reportedly budgeted in excess of $3.5 million. Agency is Young & Rubicam. A total of 155 NBC-TV outlets will be used.

Kaiser will continue its heavy use of other major advertising media, including radio, a Y&R announcement said.

"Before selecting the 9:30-10:30 p.m. time slot," the agency explained, "Kaiser studied many proposals, but decided that the Tuesday night segment was best suited for its first tv operation."

The firm will use the tv show as "a showcase for aluminum products made by its customers and will demonstrate many of the new developments being made in aluminum to serve both industry and the consumer," Y&R said. Kaiser "also plans to use the new show to further establish public recognition of Kaiser Aluminum's growing leadership in the aluminum industry as well as to promote its own line of products for consumer use."

The new Kaiser program will alternate with Armstrong Cork's *Circle Theatre* in the Tuesday night period and will oppose *The $64,000 Question* on CBS-TV 10-10:30 p.m. *Circle Theatre* currently alternates with Pontiac's *Playwrights 56*.

Agency Names Allvine

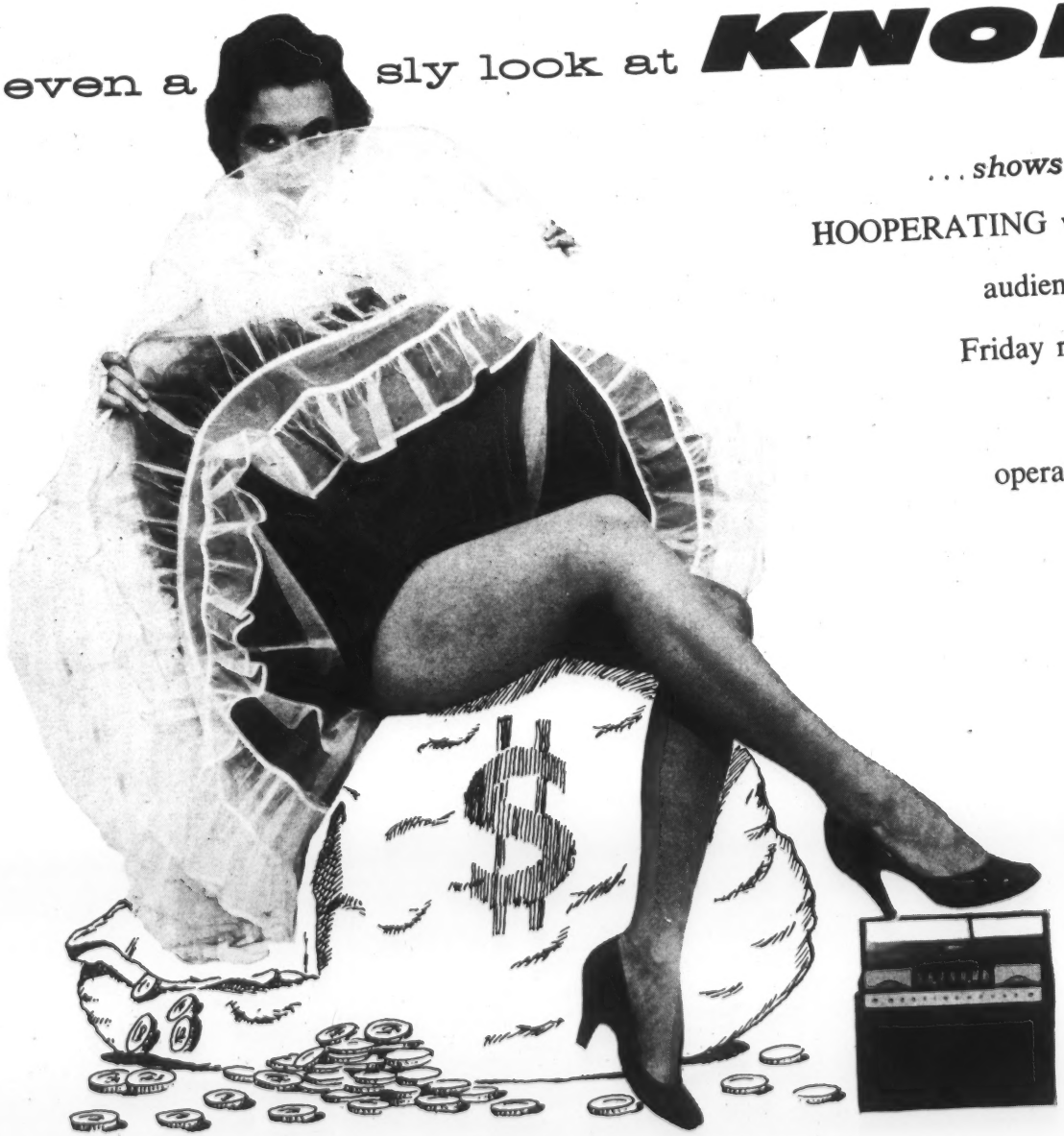
EARL ALLVINE has been elected vice president of Galvin-Farris Adv. Agency, Kansas City, Mo., and named manager of the agency's new branch office in Kansas City, Kan., Jerome G. Galvin, president, announced. Fred D. Farris, newly-elected executive vice president, also announced that the agency plans to complete its move into new and larger quarters in the Merchandise Mart Bldg., 22nd and Grand, by May 1 (tomorrow).

Duggan-Phelps Disbands

DUGGAN-PHELPS ADV., Chicago agency, has ceased operation, effective today (Monday), with two of its principals, Frank E. Duggan, general manager, and John G. Fogarty, vice president, joining Gordon Best Co. as vice presidents and account executives. Among radio and tv accounts at Duggan-Phelphs were Checker Cab Co. and Institute of Applied Science, both of which have moved to Gordon Best Co.

WSPA-TV
SPARTANBURG, S. C.
CHANNEL 7
NOW ON THE AIR
serving
SPARTANBURG-GREENVILLE
area with
200,000 watts
CBS TELEVISION
WSPA-AM—First Radio Station in S. C.
WSPA-FM—First FM Station in S. C.
SPARTAN RADIOCASTING CO.
Walter J. Brown
President
Geo. P. Hollingbery—Representative

even a sly look at **KNOE** in Monroe



...shows **KNOE** completely sweeps the field in HOOPERATING with a 42.1% all day share of the radio audience (C. E. Hooper, Inc., Monday through Friday report for February-March, 1956). KNOE also teams with its TV sister, KNOE-TV, operating with all four networks on Channel 7.

KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO*
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KLIF . . . DALLAS
KELP . . . EL PASO

NOEMAC STATIONS
MUSIC NEWS

*FCC APPROVAL OF TRANSFER PENDING

STORM DOOR INDUSTRY FIGHTS 'BAIT-SWITCH'

Voluntary meeting with Federal Trade Commission sets up suggested trade practice rules to govern advertising and sale of industry products.

STEPS TOWARDS curtailing what the Federal Trade Commission regards as violations of the Federal Trade Act of 1914—specifically that of "bait-switch" advertising—were taken last week when FTC officials met with representatives of the combined storm window and door industry.

In a special voluntary meeting held Tuesday at the Park-Sheraton Hotel, New York, the National Combination Window & Door Institute Inc. made public 20 suggested "self-governing" rules the institute hopes will "correct a list of malpractices that have put a blot on our industry."

The "bait-switch" proposal would regard as unfair any trade practice by the industry that offers for sale and distribution any commodity "when the offer is not a bona fide effort to sell the advertised merchandise," and lists as violations the refusal to demonstrate or show the commodity offered, sale of a defective commodity, disparagement of prospective purchasers from purchasing the offered commodity, refusal to deliver the commodity ordered and/or bought, refusal to sell at price quoted, and failure, "in the absence of any disclosure of the quantity of the commodity offered, to have available a quantity sufficient to meet normal demands."

Pointing out that the meeting was entirely voluntary in nature—that the government was asked by the industry to sit in on the hearing—FTC Comr. William C. Kern told the assembly of door-window manufacturers that "this industry is in dire need of some sort of trade practice procedure," adding that the FTC will study the transcript of the meeting and then will draw up a list of regulations to be adopted by the commission after a public hearing is held in Washington later in the year. Attorney H. Paul Butz, speaking for the FTC, said he felt such rules, once implemented, would not impose "any additional burdens" on the $200 million industry.

The FTC has announced that proposed trade practice rules for the plastics housewares industry will be discussed at a hearing at FTC headquarters in Washington on May 9, and proposed governing rules for the melamine dinnerware industry will be reviewed there May 10. All industry members and other interested and affected parties are permitted at the hearings.

Bulova Launches Campaign

DESCRIBED as Bulova's "biggest advertising campaign," the watch company, through McCann-Erickson, New York, on April 18 launched a spot drive on 286 television and radio stations in support of its new line, the "President" series. Bulova estimated 36 million persons would be exposed to the campaign, which highlights the firm's "thin, thin watch design."

Supplementing the spots is a series of 20-second and one-minute local tv and radio commercials made available to about 20,000 jewelry dealers for local sponsorship with dealer identification. George Gobel appears in these filmed commercials.

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING MARCH 24)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-a-Week					(Average for All Programs)		(799)
1.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,974
2.	Dragnet	Anahist RCA Carter Products	Ted Bates Kenyon & Eckhardt Ted Bates	NBC	184	Tues., 8-8:30	1,880
3.	Our Miss Brooks	Toni	North Adv. Agency	CBS	203	Sun., 8-8:30	1,786
4.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,645
5.	People Are Funny	RCA Olson Rug Co.	Kenyon & Eckhardt Presba, Feller & Presba	NBC	183	Thurs., 8-8:30	1,598
6.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,551
7.	Academy Awards	Oldsmobile Div. of General Motors	D. P. Brother	NBC	192	3/21 only Wed., 10:30-12:15	1,551
8.	Edgar Bergen	Anahist	Ted Bates	CBS	200	Sun., 7-8	1,504
9.	News & Gene Autry (and special show with Burgess Meredith)	William Wrigley Jr.	Ruthrauff & Ryan	CBS	191	Sun., 6:30-7	1,504
10.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,457
Evening, Multi-Weekly					(Average for All Programs)		(752)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-7:45	1,692
2.	One Man's Family	Colliers Carter Products Anahist Olson Rug	Grey Ted Bates Ted Bates Presba, Feller & Presba	NBC	182	Mon.-Fri., 7:45-8	1,692
3.	Lowell Thomas	United Motors Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,316
Weekday					(Average for All Programs)		(1,363)
1.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	185	Mon.-Fri., 12:30-45	2,209
2.	Helen Trent	Toni	North Adv.	CBS	188	Mon. & Wed., 12:30-45	2,209
3.	Arthur Godfrey	Corn Products	C. L. Miller	CBS	201	Fri., 10:45-11	2,162
4.	Helen Trent	Chesebrough	J. Walter Thompson	CBS	114	Fri., 12:30-45	2,162
5.	Wendy Warren	Philip Morris	Biow-Beirn-Toigo	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	2,162
6.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	2,115
7.	Young Dr. Malone	Chesebrough-Ponds	J. Walter Thompson	CBS	112	Tues. & Thurs., 1:30-45	2,115
8.	Wendy Warren	Hazel Bishop	Raymond Spector	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	2,068
9.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	2,068
10.	Arthur Godfrey	American Home Products	Young & Rubicam	CBS	201	Thurs., 10:45-11	2,021
Day, Sunday					(Average for All Programs)		(564)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,222
2.	Your Nutrilite Theatre	Nyttinger & Castleberry	Dan B. Miner	NBC	194	Sun., 5:05-6	1,081
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	987
Day, Saturday					(Average for All Programs)		(752)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,833
2.	Metropolitan Opera	Texas Co.	Kudner	ABC	340	Sat., 2-conclu.	1,739
3.	Robert Q. Lewis	Milner	Gordon Best	CBS	196	Sat., 11:55-Noon	1,551

Copyright 1956 by A. C. Nielsen Co.

TRENDEX

TOP 10 Tv EVENING SPONSORED SHOWS (APRIL 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	38.7
2.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	154	Mon., 9-9:30	35.3
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	33.5
4.	Person to Person	American Oil Co. Hamm Brewing Co.	Joseph Katz Agency Campbell-Mithun	CBS	84	Fri., 10:30-11	30.1
5.	Perry Como	Armour Co. Dormeyer Gold Seal Co. International Cellucotton Products Noxzema Chemical Co. Toni	Tatham-Laird John W. Shaw Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer Colwell & Bayles Weiss & Geller	NBC	81 82 86 90 95 91	Sat., 8-9	28.9
6.	Talent Scouts	Toni Co.	North Adv. Co.	CBS	150	Mon., 8:30-9	28.7
7.	December Bride	General Foods	Benton & Bowles	CBS	181	Mon., 9:30-10	28.6
8.	This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	Wed., 10-10:30	27.9
9.	Fireside Theatre	Procter & Gamble	Compton	NBC	132	Tues., 9-9:30	27.8
10.	Red Skelton	Pet Milk Co.	Gardner	CBS	96	Tues., 9:30-10	27.1

4 Join Bates Radio-Tv Dept.

TWO RADIO-TV supervisors and two producers have joined the radio-tv department of Ted Bates, New York. New radio-tv supervisors are James J. Seaborne, formerly with Compton Adv., and William T. Mann, formerly a director in the radio-television department of Doremus & Co. John J. Seery and Joseph Courtney, are the radio-tv producers. Mr. Seery formerly was an executive producer with Howell-Rogin Studios and Mr. Courtney was radio-tv director of Bloom Adv., Dallas.

'Coke Time' Renewal Signed

COCA-COLA Co., New York, has signed a three-year renewal contract with Eddie Fisher for his services on *Coke Time* on television and radio. The contract was negotiated with Ramrod Productions Inc., Mr. Fisher's newly organized production unit, and McCann-Erickson, New York, agency for Coca-Cola. *Coke Time* is heard on NBC-TV, twice weekly-quarter hour, Wednesdays and Fridays. The show is also carried on 500 radio stations via transcription.

Officials Probe Cole-Finder At Business Bureau Request

OFFICE OF State's Attorney in Chicago has launched an investigation into advertising practices of Cole-Finder Inc., Chicago automobile dealer and heavy tv advertiser, at the request of the local Better Business Bureau.

Asst. State's Attorney Thomas Halpin asked the Mercury dealer organization to turn over complete sales records for the period of time covered in the BBB complaint. The bureau labeled Cole-Finder a television "baiter" and charged that certain "wholesale specials" advertised on tv were described by C-F salesmen, upon inquiry, as "sold," "gone," or already subject to prior deposits. Purpose of obtaining the records is to ascertain how many cars were actually sold at the low prices.

The bureau quoted State's Attorney John Gutknecht as contending the probe should "cover the extent of the advertising agency's responsibility" as well. Cole-Finder's agency is Rocklin Irving & Assoc., Chicago.

Erwin, Wasey & Co. Moves

ERWIN, WASEY & Co., located at 420 Lexington Ave., New York, since 1926, last week moved to new headquarters at 711 Third Ave., occupying a floor and a half in a recently-completed office building. The 20-year, $2 million lease was negotiated last month. Another agency, Grant Adv., New York, also has announced plans to move to the 711 Third Ave. address sometime next month.

Kids Love Commercials

RESULTS of a study released by Qualitative Research Inc., New York, indicate that children's attention to television commercials runs 35% to 45% higher than that of adults.

QRI, a Trendex affiliate, reported that the increased attention from children was about 35% on live action and about 45% on cartoon animation commercials, though the animation "ran considerably lower than the live action for both children and adults." Boys and girls between 10 and 17 inclusive were considered children by QRI. The results, QRI said, were based on a series of "immediate recall" studies, during which telephone calls were made to locate viewers of a program within an hour after the telecast.

Ellis Joins McCann-Erickson

SHERMAN K. ELLIS, who resigned in March as chairman of the board of Raymond R. Morgan Co., has been named creative consultant and a member of the Los Angeles Advisory Committee on Advertising Plans for McCann-Erickson. Before joining Morgan two years ago, Mr. Ellis for five years had been vice president, director and member of the Plans Board of Benton & Bowles, New York. Prior to that, he headed his own New York agency for 16 years.

Chicago Market 'Window' Ordered by Goldblatt Bros.

SALE of NBC's color tv shopping program service, *Window*, to Goldblatt Bros. Inc. in Chicago for 13 weeks, starting May 7, was announced Tuesday by the network's owned WNBQ (TV) there.

Goldblatt Bros., pioneer broadcast advertiser, thus joins stores in New York, Washington and Philadelphia in sponsorship of a program tailored for retail advertisers and made available for sale to all NBC owned tv outlets in major cities. Contract was handled through Olian & Bronner Inc., Chicago.

The department store has bought *Window* for 10:25 a.m. (CDT) during NBC-TV's *Home* show, with pattern to follow that used in other cities. Store is a heavy spot announcement user on WBBM and other Chicago radio stations.

M-E Banquet Outlines Growth

A BANQUET was held last week by McCann-Erickson Inc., New York, at the Hotel Commodore for 1,300 staff members of the home office and representatives of its overseas branches in celebration of the "tremendous growth" of the agency [AT DEADLINE, April 23]. Speakers, who outlined the history of the agency and its growth, were H. K. McCann, chairman; Charles Blondel, manager of the European offices, and Armando M. Sarmento, manager of the Latin American offices. Marion Harper Jr., McCann-Erickson president, served as toastmaster.

San Joaquin Valley TV Families . . .

DO WHAT COMES NATURALLY

Tune to UHF TV Stations!

100% *of the Homes in this, the World's Richest Farm Market can receive...*

. . . KJEO TV channel 47

4600 ft. above sea level 175,000 TV Homes

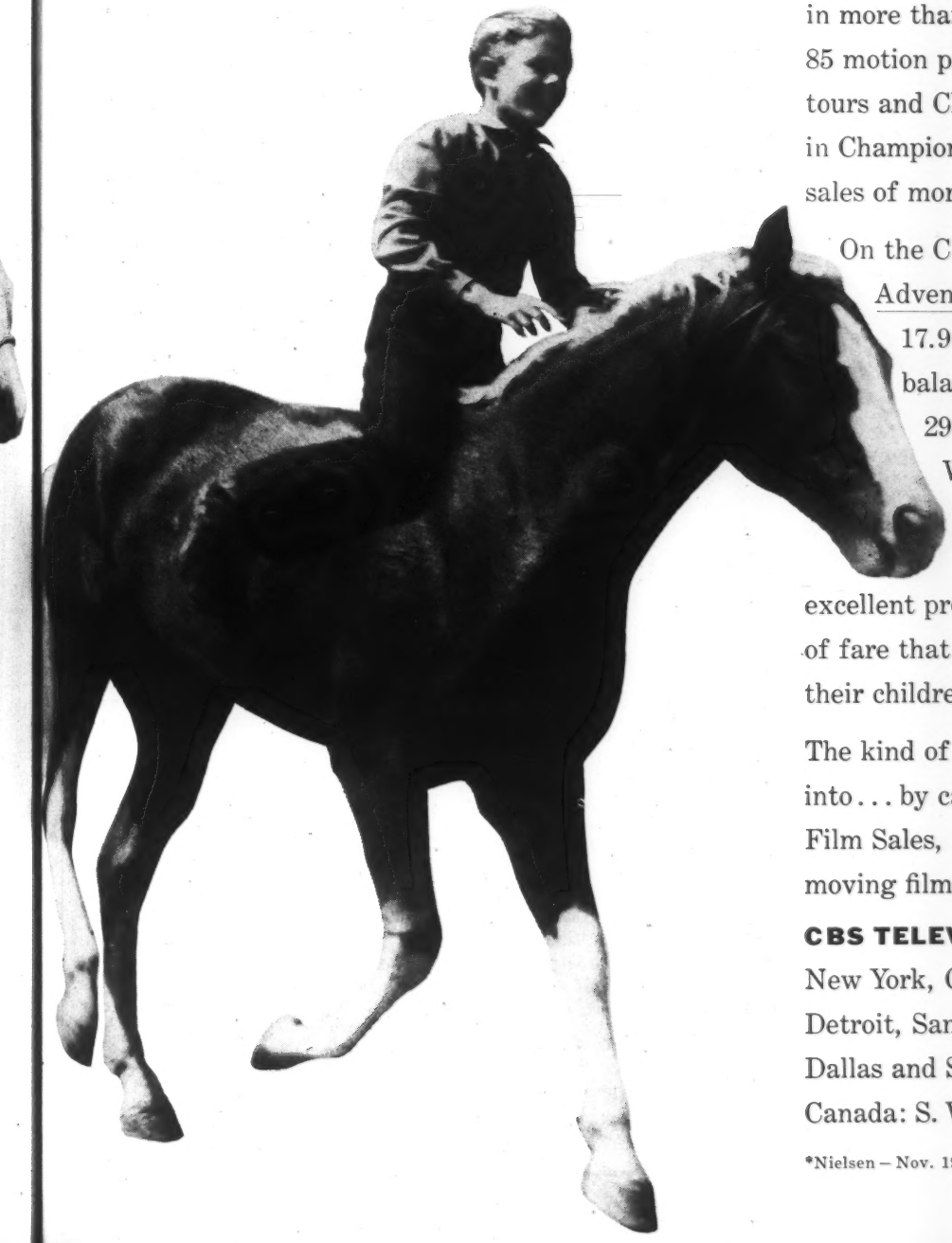
ARB Area Report Released in February

O'NEILL BROADCASTING COMPANY

P.O. Box 1708. Represented Nationally by the Branham Co. Fresno, Calif.

here comes another thoroughbred...

CHAMPION!



Make a list of the fastest-moving Westerns in television, and you're bound to include Annie Oakley, Range Rider, Gene Autry and Buffalo Bill, Jr. – all produced by Flying A Pictures. And now there's another Flying A thoroughbred – The Adventures of Champion, starring Champion the Wonder Horse... the story of a wild stallion, a boy and his dog in lawless cattle country.

One of the best-known animal heroes in showbusiness, Champion has been featured in more than 100 television programs, 85 motion pictures, all of Gene Autry's tours and Championship Rodeos... and in Champion comic books with annual sales of more than three million copies!

On the CBS Television Network, The Adventures of Champion clocked a 17.9 rating at 7:30 pm*– a neatly balanced audience of 26% men, 29% women and 45% children.** Which bears out Billboard's evaluation: "Champion is solid entertainment... excellent production... over all, the kind of fare that parents can sit down with their children to watch!"

The kind of fare you'd do well to look into... by calling CBS Television Film Sales, distributor of the fastest-moving films in television.

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, Atlanta, Dallas and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.

*Nielsen – Nov. 1955 (first report) **ARB – Nov. 1955

Nine L. A. Stations Used In Mother's Day Promotion

LISTENERS are urged to telephone and "charge a greeting that grows on your word alone" through a saturation campaign that began last week on nine Los Angeles area radio stations for Biltmore Flowers & Gifts. Approximately 1,000 spots weekly, aimed primarily at Mother's Day giving, are being used to promote the imported Hawaiian "sleeping beauty" plants.

The commercials were produced by Song Ad Film-Radio Productions, Hollywood, and will run at least through Mother's Day. Stations include KLAC, KBIG, KFOX, KOWL, KFWB, KIEV, KGFJ, KFMU and KFI.

Lanolin Plus Names Seeds

LANOLIN PLUS Inc. last week transferred its $3 million cosmetics account from The Biow Co. to Russel M. Seeds Co., Chicago, marking its second agency switch within four months. Seeds is expected to take over the account about July 1 concurrent with cessation of operation by the Biow agency [AT DEADLINE, April 9]. The account moved to Biow-Beirn-Toigo from Duggan-Phelps Adv., Chicago, effective last Jan. 1.

Salem Radio Spots to Start

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., which two weeks ago was reported to be looking for radio spot availabilities for a new filter brand cigarette [AT DEADLINE, April 23], last week announced it to be the "Salem," a new king-size filter tip described as "menthol-fresh." The Salem is understood to be a mentholated version of the Winston. Radio spot campaign will be launched in early May, prior to Salem's bow at the end of next month. William Esty Co., New York, is the agency for Reynolds.

Magazine Revenue Up 16%

A GAIN of 9% in magazine pages and 16% in revenue over the first quarter of 1955—claimed to be the largest increase ever recorded—was reported last week by Magazine Advertising Bureau, New York. Based on 100 general and national farm magazines listed by Publishers Information Bureau, MAB said 1956 revenues will reach $750 million, whereas 1955's total advertising volume reached an excess of $650 million.

NETWORK NEW BUSINESS

ABC Radio's *Whispering Streets* (Mon.-Fri., (Mon.-Fri., 10:45-11 a.m. EST), has signed following new five-minute sponsors: Whitney Frozen Foods Div., Safeway Stores, Mon.-Wed.-Fri., through Weiner, Ohleyer, Reynolds & Baker, San Francisco; Coast Fisheries Div., Quaker Oats Co., (Puss 'n' Boots cat food), Tues., through Lynn Baker Inc., New York, and Seeman Bros., (Air-Wick) N. Y., Tues.-Fri., through Norman, Craig & Kummel, N. Y.

D-Con Co. (Roach-Prufe and Anti-Prufe insecticides), Chicago, in what was said to be firm's first use of network radio, signed for 10:30-10:35 a.m. EDT segment of CBS Radio's *Galen Drake Show* (Sat., 10:05-10:55 a.m. EDT), effective May 5. Agency: Arthur Meyerhoff & Co., Chicago.

Eastman Kodak Co., Rochester, N. Y., will sponsor NBC-TV's telecast of final holes of 56th annual National Open Golf Tournament at Oak Hill Country Club in Rochester, N. Y., June 16 (4-6 p.m. EDT). Agency: J. Walter Thompson Co., N. Y.

Hamilton-Beach Div. of Scovill Mfg. Co. (electrical appliances), Racine, Wis., signed as a participating sponsor of CBS-TV's *Good Morning!* starring Will Rogers Jr., today (Monday). Agency: Erwin, Wasey & Co., Chicago.

SPOT NEW BUSINESS

Kitchens of Sara Lee Inc. (bakery products), Chicago, using saturation radio-tv spots in

Spots Top Spot

SPOT announcements represented the biggest single investment of the nation's spot television advertisers in the last quarter of 1955, with participations and program sponsorships in a virtual tie for second place. Figures were released by Television Bureau of Advertising last week as compiled from its study of tv spot advertising during the period [B•T, April 16]. TvB's breakdown showed expenditure as follows during the last three months of 1955:

Type of Buy	Expenditure	Percent of Total
Announcements	$45,144,000	43.5
ID's	12,050,000	11.6
Participations	23,509,000	22.6
Shows	23,169,000	22.3
Total	$103,872,000	100.0

THERE'S A FINE
"New Look"
on Milwaukee's Channel 12
Now! The Finest Lineup of Weekday Television Programs in the Market
Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."
Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.
The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.
TOP PROGRAMS
TOP TOWER
1105 Feet
TOP POWER
316,000 Watts
John B. Soell
Director
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE
Represented by
Edward Petry & Co., Inc.

Consolidated Television and Radio Broadcasters, Inc.

SELECTS STAINLESS 1000-FOOT TOWERS for

WOOD-TV

GRAND RAPIDS, MICHIGAN

and

WFBM-TV

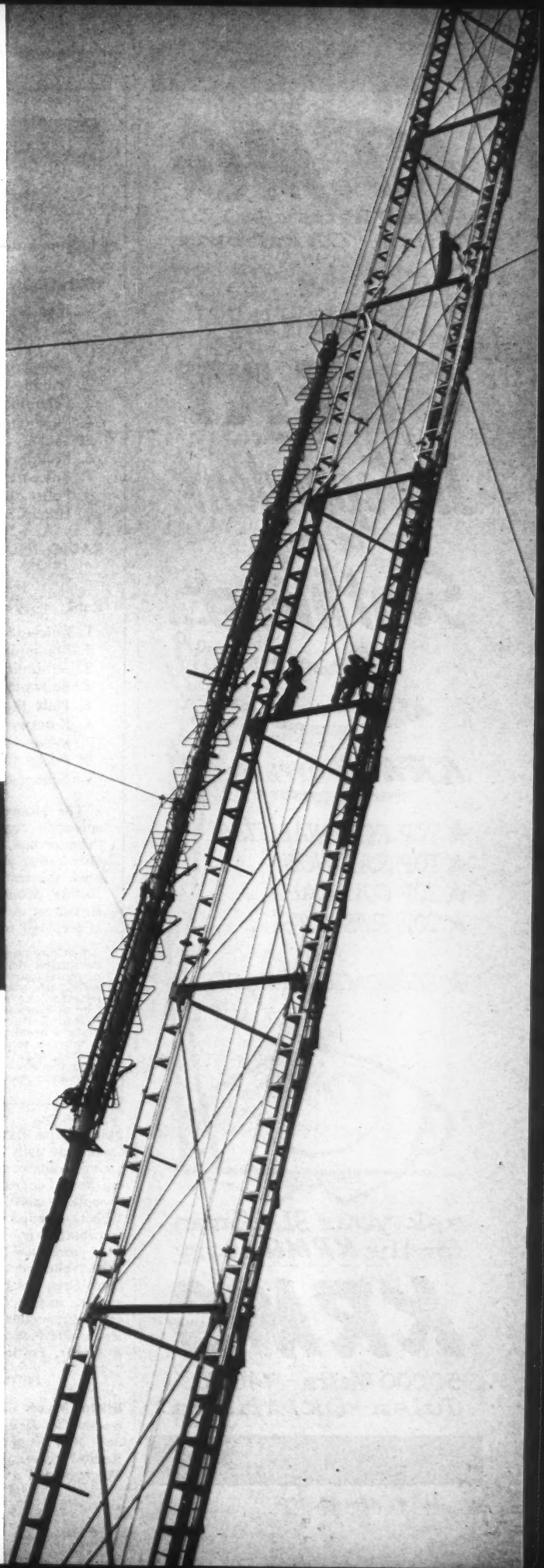
INDIANAPOLIS, INDIANA

Like the men pictured above... many Broadcasters have made Stainless their choice.

Call or write, and learn why these executives have chosen Stainless.

Stainless, inc.

NORTH WALES • PENNSYLVANIA



KRMG
50,000 Watts • 740 KC
Tulsa • Oklahoma

...is NOW the
GREAT
Independent
of the
Southwest...

KRMG OFFERS...

★ TOP PERSONALITIES...
★ TOP RATINGS.....
★ TOP COVERAGE.....
★ TOP RESULTS.....
AND
★ ECONOMICAL RATES

ask your BLAIR man
for the KRMG story

KRMG
50,000 Watts • 740 KC
Tulsa • Oklahoma

BEER IN NEW YORK RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Network	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Piels (Young & Rubicam)	—	3	38½	297
2.	Ballantine (Wm. Esty)	—	3	16	281
3.	Schaefer (BBD&O)	—	2	18	180
4.	Rheingold (Foote, Cone & Belding)	—	1	8	120
5.	Schlitz (J.Walter Thompson)	1	1	4	105
6.	Krueger (Grey)	—	3	26½	76
7.	Knickerbocker (Warwick & Legler)	—	1	5	37
8.	Pabst (Leo Burnett)	1	1	2½	26
9.	Utica Club (Harry B. Cohen)	—	1	6	9

RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Knickerbocker (Warwick & Legler)	—	4	154	195
2.	Rheingold (Foote, Cone & Belding)	—	5	94	101
3.	Ballantine (Wm. Esty)	—	5	67	93
4.	Budweiser (D'Arcy)	—	1	18	54
5.	Piels (Young & Rubicam)	—	2	52	51
6.	Krueger (Grey)	—	1	17	41
7.	Miller High Life (Mathisson)	—	2	33	22
8.	Pabst (Leo Burnett)	1	1	5	3
9.	Schaefer (BBD&O)	—	1	3	2

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring for radio occurred during week ended Feb. 26, 1956; for television, week ended Feb. 17, 1956.

Philadelphia, Baltimore, and Washington. D. C. Campaign calls for 50 radio and 50 tv announcements per week for four weeks promoting Sara Lee All Butter coffee cake and new chocolate cake. Agency is Cunningham & Walsh, Chicago. Sara Lee completed national distribution in supermarkets and independent food stores last fall.

Blitz-Weinhard Co. (Blitz-Weinhard beer), Portland, Ore., has launched radio campaign on 32 stations in Oregon and Washington using musical commercials produced by Song Ad Film-Radio Productions, Hollywood. Agency: Cole & Weber, Portland.

NETWORK RENEWALS

Bristol Myers Co., N. Y., has renewed for 13 weeks *The Jimmy Wakely Show,* heard Saturday at 7:30 p.m. PST on Columbia Pacific Radio Network. Coincident with renewal, Bristol Myers added 11 stations to list carrying program, making total of 22. Young & Rubicam, N. Y., is agency.

CIBA Pharmaceutical Products Inc., Summit, N. J., has renewed sponsorship of *Medical Horizons,* documentary series produced by ABC-TV in cooperation with American Medical Assn., effective Sept. 9. Program will be seen on 85 affiliates, double number of stations carrying it this season. J. Walter Thompson Co., N. Y., is agency.

AGENCY APPOINTMENTS

Langendorf United Bakeries, S. F., names Compton Adv. Inc., L. A., effective June 1. Account was formerly with The Biow Co., which it is dissolving.

Anderson, Clayton & Co. Foods Div. (Mrs. Tucker's shortening, Meadolake margarine), Dallas, account resigned by Crook Adv. Agency,

Announcing the MOVE
of our New York offices
to 422 Madison Avenue
with a new phone number

PL 1-1922
PLAZA

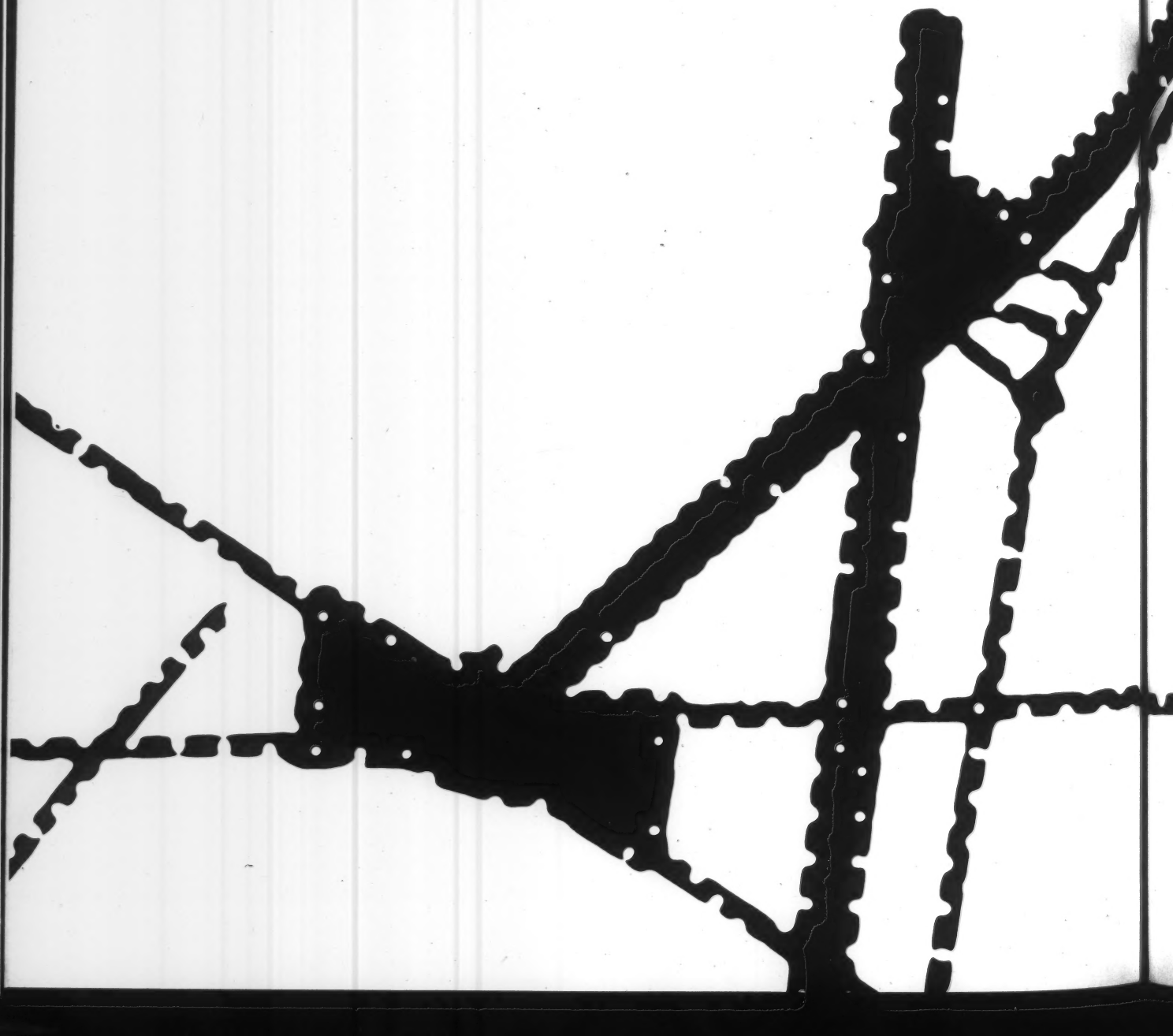
•

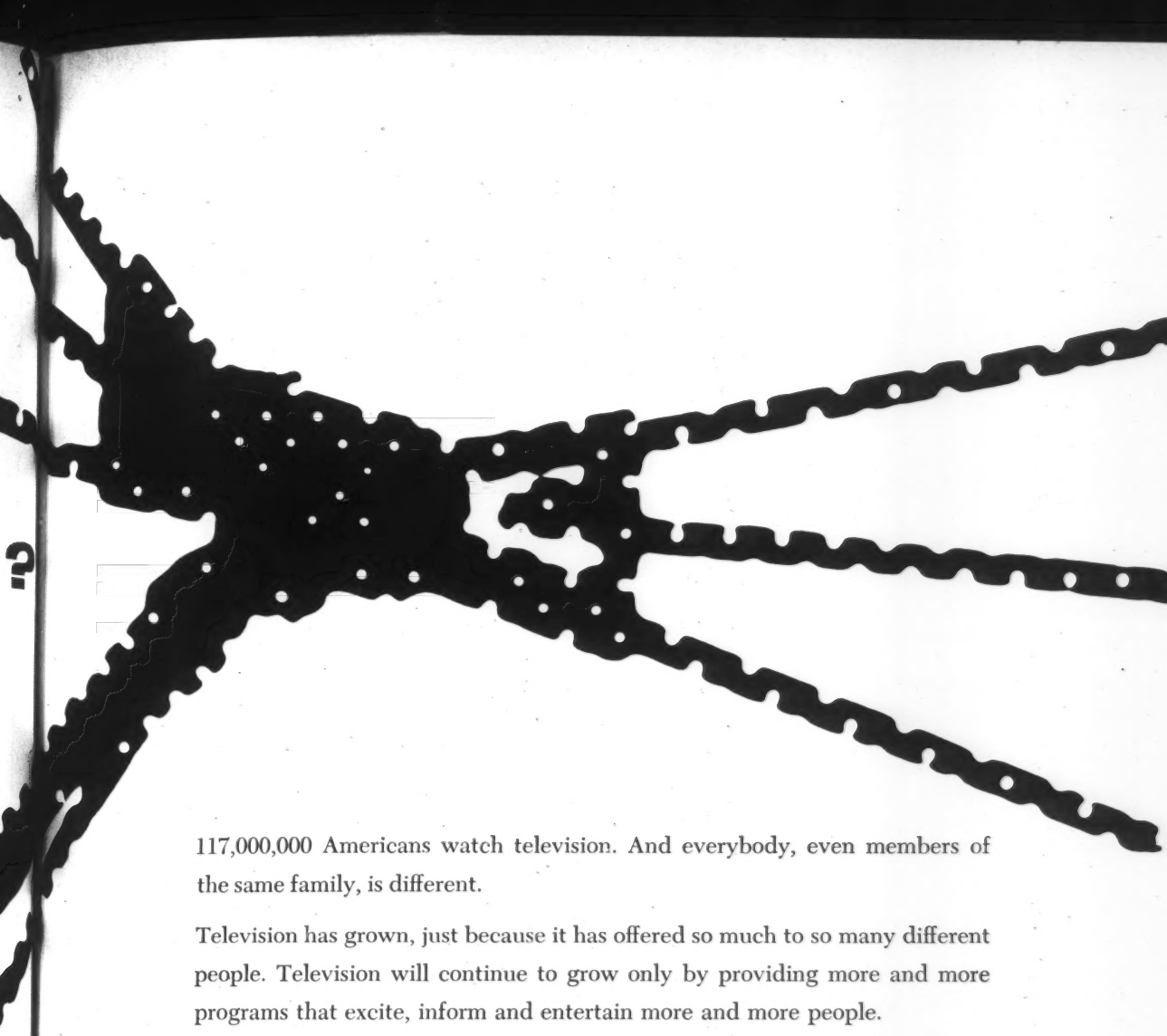
HOAG-BLAIR COMPANY

Exclusive Television Station Representatives

OFFICES: *New York • Boston • Detroit • Chicago • St. Louis*
Jacksonville • Dallas • Los Angeles • San Francisco • Seattle

What's in it for everybody?





117,000,000 Americans watch television. And everybody, even members of the same family, is different.

Television has grown, just because it has offered so much to so many different people. Television will continue to grow only by providing more and more programs that excite, inform and entertain more and more people.

An extraordinary variety of regularly scheduled programs satisfies an enormous variety of audience tastes. But beyond that, the Color Spectaculars, the great 90-minute dramas, Wide Wide World, big special programs like The Twisted Cross, Mary Martin's Peter Pan and Richard III — the most talked-about events in show business — have added new scope, brought huge new audiences, to television.

The result has been more homes with television sets, more people using them, more time spent watching them. The true measure of a network's performance over a period of days, or weeks, or months, is the extent to which it gives more people more reasons for watching.

exciting things are happening on

NBC **Television**

a service of RCA

Dallas, Tex., effective July 31. Company, under new management last summer, is interviewing agencies for successor to Crook.

Lucky Tiger Co., (shampoo, hair dressings), Kansas City, Mo., names Potts-Woodbury Inc., Kansas City.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 5 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also May 12, 19, 26).

May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.

May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 30-May 4 (3-4 p.m.) *Matinee,* participating sponsors (also May 7-11, 17-18, 21-25, 28-June 1).

April 30-May 4 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also May 7-11, 14-18, 21-25, 28-June 1).

April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 3 (10-11 p.m.) *Lux Video Theatre,* "Has Anybody Seen My Gal?", Lever Bros., through J. Walter Thompson.

May 6 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs (also May 20).

May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.

May 12 (9-10:30 p.m.) *Max Liebman Presents,* "Music of Gershwin," Oldsmobile, through D. P. Brothers.

May 15 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

May 20 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase,* "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

[Note: This schedule will be corrected to press time of each issue of B•T]

Rol-Rite Pen Co., Culver City Calif., manufacturer and distributor of B. & B. ball point pens, names Hixon & Jorgenson Inc., L. A. Firm is introducing new line of pens on a nationwide basis.

Converted Rice Inc., for Uncle Ben's Converted Rice, Houston, Tex., appoints Ted Bates & Co., N. Y., effective July 3.

Staley Milling Co. (feeds, corn meal, grits, corn cones, flour), Kansas City, Mo., appoints Potts-Woodbury Inc., also Kansas City.

Trans World Airlines, Kansas City, currently serviced by BBDO, N. Y., names Foote, Cone & Belding, effective July 1, for domestic advertising.

Adolph Coors Co. (beer, malted milk), Golden, Colo., appoints Revill J. Fox, Denver. Mr. Fox, account executive, William Kostka & Assoc., Denver, is opening his own agency.

A&A PEOPLE

David J. Mahoney, former president of agency bearing his name, last week formally elected president of Good Humor Corp., Brooklyn, N. Y. Mr. Mahoney sold his agency to MacManus, John & Adams, Bloomfield Hills, Mich., and N. Y., last month [B•T, March 26]. **Joseph A. Meehan,** president of Good Humor since 1941, moves up to board chairman.

Robert E. Bousquet, with Lever Bros. Co., N. Y., 25 years as media director and advertising manager, and account executive with N. Y., and Boston agencies for past six years, appointed vice president, Hermon W. Stevens Agency, Boston.

MR. BOUSQUET

Basil Matthews, vice president, Robert Orr Assoc., N. Y., to Ogilvy, Benson & Mather, N. Y., as vice president and account supervisor. **James Heekin,** former partner, Peck & Heekin, Cincinnati, Ohio, to OBM account staff.

Charles M. Bucklin, assistant vice president, Hermon W. Stevens Agency, Boston, appointed vice president.

Laura Perry, account executive on medical and professional accounts, Lee Ramsdell & Co., Phila., named vice president. **Stanley F. Olley,** vice president, to board of directors.

Stephen P. Lukacs, office manager, MacManus, John & Adams, Bloomfield Hills, Mich., appointed assistant general manager. **Carmina Brooks Tuksal,** formerly with Studebaker-Packard Corp., to MacManus, John & Adams, to work on product promotions.

Bernice Fitz-Gibbon, merchandising and advertising consultant, signed by Kudner Agency, N. Y., as copy and merchandising consultant on Frigidaire account.

Ray Healy, assistant media director, Benton & Bowles, N. Y., to Carl S. Brown Co., N. Y., as vice president and director of media.

Rudy Rudolph, Roberts Co., to Dreyfus Co., L. A., as account executive and supervisor of public relations and sales promotion programs. **Paul Gropman,** creative director, David Olen Adv., L. A., to Dreyfus, as copy director.

John Eugene Hasty, copy group head, J. Walter Thompson Co., S. F., to editorial and plans department of Hixson & Jorgensen Inc., L. A. agency.

Mort Sinow, formerly head of his own L. A. agency, to Len Woolf Co., there, as account executive.

Jean C. Nielsen, formerly client service manager and executive on electronic accounts at Burton Browne Adv., Chicago, to Coy Adv., same city, as secretary-treasurer and client service manager on electronic accounts.

Banks Tobey, research director, American Society of Travel Agents, to travel dept., Victor A. Bennett Co., N. Y., as account executive on British West Indian Airways, subsidiary of British Overseas Airlines Co., both new Bennett accounts. **Marcia Vickery,** former travel editor, *Glamour* magazine, to Bennett travel department. **John F. Digman,** former assistant art director, Bridges Studio, N. Y., to agency's art staff.

Grant Atkinson, director of tv and radio, Chicago office of Campbell-Mithun Inc., resigned.

Emanuel Goren, merchandising manager, Lehn & Fink Div., Lehn & Fink Products Corp. (Hinds Honey & Almond cream, Etiquet deodorant, Lysol disinfectant), N.Y., named advertising-merchandising manager of division.

Avis Philbrook, formerly media director, Biow Co., to Marvin Young & Assoc., L. A., western representative for Ogilvy, Benson & Mather, N. Y., as account executive on Schweppes account.

Marvin Davidow, radio-tv director, Franklin Bruck Agency, to Harry B. Cohen, N. Y., as business manager of the radio-tv commercial department.

Richard B. Carland, vice president, Sanger-Funnell Adv., N. Y., to BBDO, N. Y., as account supervisor on DuPont industrial chemicals.

Chester A. Rhodes, television and radio director, Philip S. Boone & Assoc., S. F., to Guild, Bascom & Bonfigli, that city, as head of radio and television production department.

Donald Dickens, creative director and group supervisor, Chicago office of McCann-Erickson, to Foote, Cone & Belding, that city in supervisory capacity. **Sam Schultz,** radio-tv writer, Raymond R. Morgan Co., L. A., to copy department of Foote, Cone & Belding, that city.

Jack Smock, chairman, AAAA Southern Calif. Council, L. A., announces following appointments: **Paul Jordan,** Jordan Co., vice chairman and head of program committee; **Alfred A. Atherton,** Atherton Adv. Agency, secretary-treasurer; and board members **Kai Jorgensen,** Hixson-Jorgensen Inc.; **Tom Cooper,** J. Walter Thompson Co.; **Andrew Carpenter,** Dan B. Miner Co., and **Henry Mayers,** The Mayers Co. Committee heads: **Box Hixson,** Hixson-Jorgensen Inc., membership; **Art Crawford,** Dan B. Miner Co., publicity; **Wayne Tiss,** BBDO, radio-tv; **Chuck Warner,** Phillip J. Meany, 4-A exams; **W. C. Lewellen,** J. Walter Thompson, Community Chest; **Gene Duckwall,** Foote, Cone & Belding, educational, and **Martin R. Klitten,** Martin R. Klitten & Co., projects.

Wallace L. Shepardson, president, James Thomas Chirurg Co., Boston and N. Y. agency, elected chairman of New England Council of AAAA.

Edward Tashjian, timebuyer, Emil Mogul, N. Y., father of girl, Andrea.

A TOWER...

IS A TOWER...

IS A TOWER...

BUT...

Now advertisers can look to a <u>new</u> tower of strength.. the greater-than-ever coverage of greater New Orleans made possible by **WDSU-TV's** new telecasting tower.

P. S. For engineers only: this new system includes 100% independent duplication of antenna and transmitting equipment, with automatic switch-over.

look

trength..

TV's

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/tch-over.

FAMILIAR TOLL TV ARGUMENTS GET AIRING ON CAPITOL HILL

Monday through Friday sessions held before Senate Commerce Committee. Fee tv advocates reiterate claims of better programming, plus cure-alls for alleged industry ills. Opponents make point-by-point rebuttal, contending listeners and industry itself could be short-changed if pay television were put in effect.

SUBSCRIPTION television, one of the broadcasting industry's hottest issues before the FCC, came to a head last week before the Senate Interstate & Foreign Commerce Committee.

Those for it and those against it took a full week—Monday through Friday—to tell their stories. Even the lowly set-owner trudged up to Capitol Hill to have his say.

Many of the proponents advanced reasons why they thought pay tv not only would bring new highs in entertainment to the American people but would cure most of the industry's ills. Their opponents were just as sure the toll system wouldn't and couldn't improve on the present "free" service—and that most of the ills lay in the fertile imaginations of a group which wants to make a killing in a game where it has placed no bets.

Main points argued last week were these:

• **Legality.** Proponents say FCC could go ahead with toll tv on a two-to-five year test for public acceptance. Opponents say this would defy the Communications Act, that Congress would have to legislate pay tv, which isn't in the public interest.

• **Uhf.** Proponents say pay tv would put more uhf stations on the air and help existing ones. Opponents say it wouldn't, that the pay tv people want to grab off the vhfs in large markets. Both feel their own systems would help growth of tv in small towns.

• **"Fee" vs. "Free."** The pros say pay tv would add high quality programs for minority and specialized audiences. Cons say toll tv would be silly to do so when it can pick off mass appeal programs.

• **Monopoly.** Networks now have it, say the pros. Cons deny, and say pros seek it.

• **Talent and programs.** Pros say they would add new entertainment. Cons say pay tv would siphon off present programs and charge for seeing them.

• **Rates, if approved.** Pros want a test of the pay system before the FCC decides on whether to regulate pay tv rates. Cons say pay tv, unregulated, would be the camel getting its nose under the tent.

• **Pay tv revenues.** They would be spread out to all, say pros. Cons say Zenith, Skiatron and Telemeter would get the lion's share.

Senators took turns presiding over the hearings, with Sen. John O. Pastore (R-R. I.) in the chair longer than any other. He was spelled at times by Sens. Andrew F. Schoeppel (R-Kan.), Alan Bible (D-Nev.) and Charles E. Potter (R-Mich.). Sen. William A. Purtell (R-Conn.) appeared briefly at one session.

Kenneth Cox, the committee's radio-tv counsel, participated throughout.

The lineup of witnesses during the Monday-through-Thursday part of the sessions:

Proponents—James Landis, Skiatron Electornics Tv Corp.; Paul Raibourn, board chairman, International Telemeter Corp., president of KTLA (TV) Los Angeles and director of WABD (TV) New York and WTTG (TV) Washington, accompanied by Paul MacNamara, ITC vice president, and Paul Porter, former FCC chairman, counsel for ITC; Raymond F. Kohn, president, suspended WFMZ-TV (ch. 67) Allentown, Pa.; Charles C. Caveny, dean, Undergraduate Div., U. of Illinois; Lou Poller, president, suspended WCAN-TV (ch. 25) Milwaukee and of Television Exhibitors Assn.; W. Theodore Pierson, counsel, Zenith Radio Corp. Statements were read from Colorado Gov. Edwin C. Johnson, former chairman of the Senate group, president of the Western Baseball League and a minority owner of KTLN Denver [B•T, April 16], and Ralph Bellamy, president, Actors Equity Assn.

Opponents—Marcus Cohn, counsel, Committee Against Pay-As-You-See Tv; Abe Stark, president, New York Ctiy Council; Harold Fellows, president, NARTB; Richard S. Salant, vice president, CBS; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Andrew Biemiller, AFL-CIO; Mort F. Farr, National Appliance & Radio-Tv Dealers Assn.; Donald Conaway, executive secretary, American Federation of Radio & Tv Artists; Jinx Falkenburg and Lawrence Tibbett, both representing AFTRA, and Wilton D. Radford, New York, "one of the 38 million set-owners in this country."

Skiatron System Ready

The Skiatron counsel said the firm's electronic card code system is ready to be put into commercial use, with the encoding mechanism to be leased to the tv outlet and the decoding apparatus to be sold to the set owner for about $40 and installation costs estimated at about $5. He said a uhf converter could be put in the same decoding box. He hoped tv sets eventually would be manufactured with built-in decoder-converters.

Mr. Landis said Skiatron's experiments indicate it would be unprofitable to break the code for pirating purposes.

Pay tv's purpose is not to complain about current network practices or seek their abolition, but to achieve for subscription tv a "place in the sun," so it can use its "own money and ingenuity" to compete with network operations, he said. That pay tv can do so is evidenced by the concentrated opposition of the networks to subscription tv, Mr. Landis continued. Networks believe pay tv to be a serious threat to the "dominant and controlling position" they now enjoy in tv, he said.

Mr. Landis said "nothing is further from the fact" than opponents' objections that pay tv would require people to pay for what they now receive free. Pay tv proponents don't seek present tv channels, but those which cannot be employed effectively under the present system, on which a supplementary tv service would be offered, he added. He said substantially every community today possesses such unused channels, citing three uhf frequencies in New York, three in Philadelphia, and so on.

Only a third of the available channels are being used and CBS testimony "never yet disputed" states that economics of the present system will permit use of only 588 of the 1875 available channels, the Skiatron spokesman said.

He said uhf's plight stems from the lack of programming which would induce set conversions; that the "few sops . . . thrown to uhf thus far have not even begun to effect a cure."

Tv revenues at present cannot compensate for the box office losses which would attend a first-run showing of a feature motion picture, while prize fights, professional football games and baseball games are commonly blacked out in the area where they take place, Mr. Landis said. He felt programs such as ballet, with limited appeal, could thrive by pay tv with perhaps 100,000 New York area viewers, while they would have to draw audiences in the millions to be shown on sponsored tv.

Mr. Landis presented a Skiatron brief which would show that the FCC is empowered to authorize pay tv as "broadcasting." He added that senators should not overlook the "seven long months of silence" from the FCC since September 1955, when the Commission received final briefs and counter-briefs in its rulemaking on subscription tv, begun in February 1955. The delay is "not too significant, but a continuation . . . will have serious consequences," he said. Mr. Landis cited the expense to Skiatron in its petitions, while opponents, he said, merely aim to "maintain the status quo."

Mr. Cox questioned Mr. Landis about charges by subscription tv's opponents that the system's proponents, instead of televising such specialized programming as opera, instead would concentrate on programs with mass appeal where the returns would be likely to be greater. Mr. Landis said he was not sure pay tv can produce programs that would appeal so much to 15-25 million people that they would pay an amount like 50 cents for them. That type of entertainment is pretty rare, he said. Mr. Cox said there was likely to be pressure from pay tv audiences for programs with broader appeals.

Mr. Landis, answering another question, said subscription tv couldn't fill its requested 40 hours weekly of programming for audiences running into the millions. He felt that perhaps about six hours weekly would be available.

He admitted that pay tv proponents have asked for most of the prime evening time—about 25 hours—on a station for a week. Mr. Cox brought out that this time would be in direct competition with the best network shows.

Asked by Mr. Cox if pay tv's large audiences might not bring requests from advertisers to the FCC to allow commercials on subscription tv, Mr. Landis said such a thing "may happen, but I think it's pushing the potential consequences . . . too far." He doubted if pay tv would reduce network circulation to a "heavy" extent.

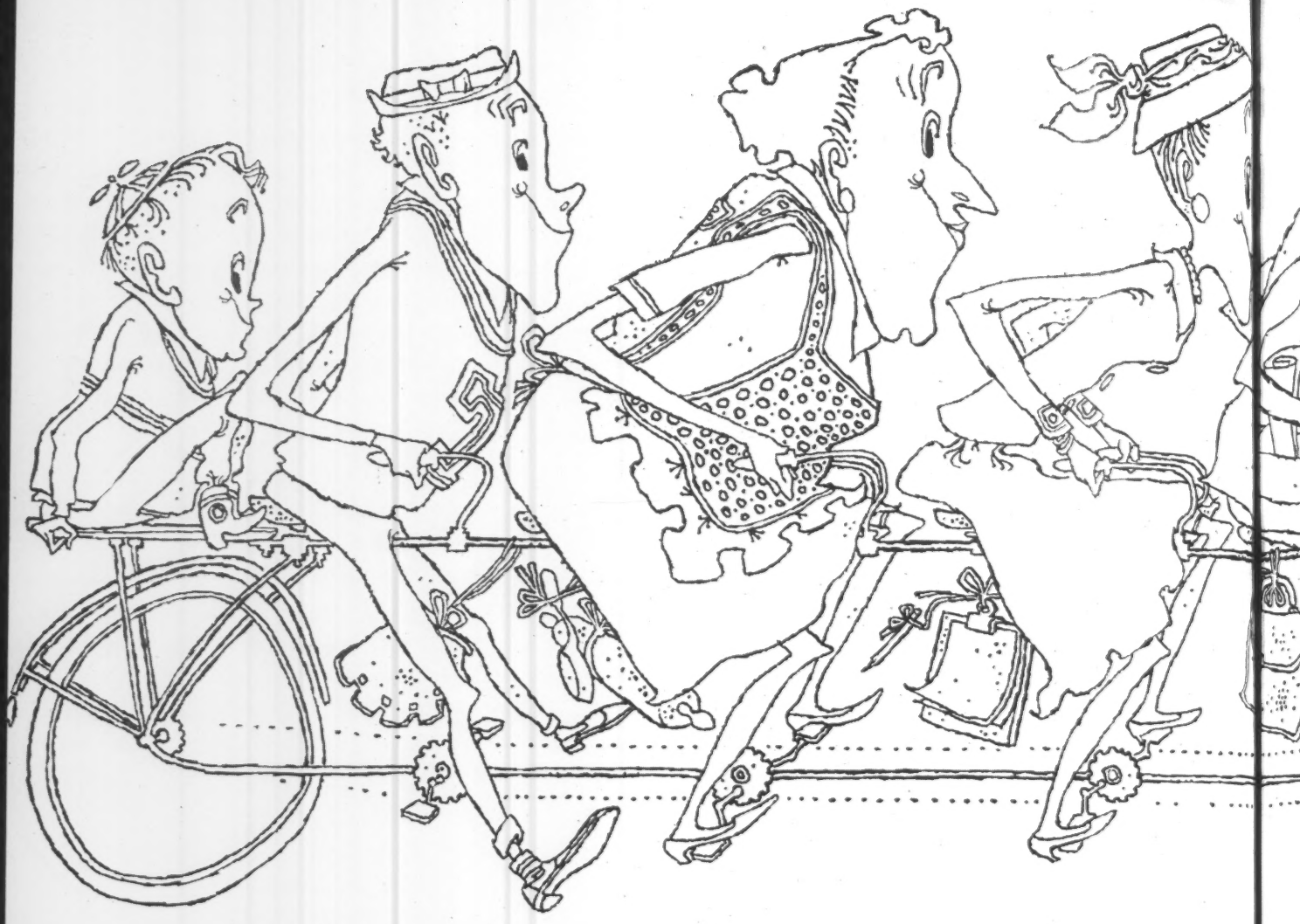
Mr. Raibourn asked the committee for "an immediate and forthright declaration from you that the Commission should take immediate steps to give pay-as-you-see television a chance." The FCC, he said, should place no artificial barriers in its path and no artificial restrictions upon its use.

The preferred position of the "vested interests, particularly the networks, should not determine public policy in this important and dynamic field," he said.

Mr. Raibourn said he agreed "partially" with testimony earlier by Richard Moore, KTTV (TV) Los Angeles, that the tv networks violate antitrust laws [B•T, April 2].

Telemeter, he said, is making a "fundamental and American appeal for the doctrine of competition," while networks "resist change and progress." Their "restrictive covenants and exclusive arrangements with their affiliates," together with the existing limited channels of broadcasting, allow networks to determine what the public shall see and hear and what shall not be made available, he added.

If pay tv does not win public acceptance only pay tv investors will suffer, the Telemeter board



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W B C

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Pallan on KDKA!

That dee-lightful dee-jay's *here!* Now any Monday through Friday, you're likely to find hundreds of Pittsburghers tuning 1020 on the radio dial. Whether it's afternoon (12:15 to 3 p.m.) or early evening (5 to 7:30 p.m.), they all want to pal with Pallan because Pallan is the big name in Pittsburgh radio.

Art Pallan's the affable, laughable spinner of songs with something-for-everyone appeal. Music for Momma to sing along with her chores, after-school tunes for teens, soothing songs for the work-weary in early evening traffic. They all take their favorite time to pal with Pallan.

On KDKA, where else? Another top personality on Pittsburgh's number-one station, where "tops" have become a happy habit. Top power. Top coverage. Top programming. Top people. Put 'em all together—they spell top results for you. Profit with Pallan. Get full details from KDKA Sales Manager John Stilli, GRant 1-4200, or from A. W. "Bink" Dannenbaum, WBC General Sales Manager at MUrray Hill 7-0808, New York.

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RADIO

BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

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chairman said, adding, "If the existing network structure cannot face this new form of competition, I raise the question as to whether it deserves to survive in its present form."

Acknowledging the networks have rendered a "great service to the public so far," he nevertheless felt that networks "should be subjected to as much vigorous and healthy competition as the limited facilities permit." He said he opposed FCC licensing of networks, since this "might provide further insulation from competition and give them possible immunity to continue the present restraints."

He said he was at a loss to understand NARTB's position against pay tv and said, "This organization, of which I have been a director, to my mind is not representing the best interests of the stations or the public."

He also asked for "appropriate measures" by the committee and the FCC to require the American Telephone & Telegraph Co. to "expand and improve inter-connection transmission facilities and offer them to all seeking their use at tariffs which are reasonable and non-discriminatory." Questioned by Sen. Charles E. Potter (R-Mich.) on this point, he said the networks get lower rates from AT&T than other users.

Mr. Raibourn said pay tv would (1) make new sources of programs and revenues available, (2) put uhf stations on an equal footing with vhfs in being able to earn revenues from pay tv and (3) restore independence to station operators by giving them a "myriad" of program sources.

The Telemeter board chairman cited figures to show that advertisers to keep down the cost-per-viewer have to produce mass appeal programs which are an "impossible obstacle to truly mature and artistic creativity." The same goes for low-budget shows such as daytime serials, which depend on repetition for effectiveness, he said. Dependency on advertising of educational programs and others of high artistic or cultural value means that, if they are made available, stations must present them on a sustaining basis, he added.

With advertiser support only for tv, no way exists for the large tv audience to help support opera companies, symphony orchestras, repertory theatres and other community non-profit organizations, he added.

Under sponsored tv, if a viewer's tastes are not satisfied by the commercial program, he has no other choice, Mr. Raibourn said. Saying sponsored tv cannot bring many "fine high-calibre programs" to tv, he continued: "What we seek is simply to give the public an opportunity to indicate whether they desire to have such high quality programs by paying for them."

Small Portion For Pay

He said he doubted pay tv would drive out sponsored tv because he felt the public would not pay for more than a small fraction of present programs on the air and because there are "certain economic limitations on the product available for pay television."

Mr. Raibourn quoted CBS figures which would show that the country's economy cannot support more than 588 stations. He said that if the minimum of 20,000 homes, quoted by CBS as necessary to support a station in a one-station market, were receiving pay tv, there would be enough return to support the station for less than $1 each per month.

He cited Telemeter's Palm Springs, Calif., experiment, which he said indicated the "average subscriber to pay tv is willing to spend" $1.50 to $2 a week or $75 to $100 a year [B•T, May 3, 1954].

At this rate, only 2,000 tv homes would be needed to support a station in a one-station market, Mr. Raibourn said. This means communities of 10,000 to 15,000 people could have their own tv station and the nation could have 1,800 tv stations, he added. The time not used by pay tv could be used for sponsored programs, Mr. Raibourn said.

He felt the pay tv pattern most likely to prevail would be concentration on a relatively few high quality or special audience appeal programs occupying a small portion of total tv air time, while advertisers would concentrate on programs of low cost per viewer.

Mr. Raibourn saw total pay tv revenues of $600 million at $1 per set per week by 1960, with 25% of U. S. sets equipped for pay tv, based on low estimates. On a high estimate (90% of total tv homes spending $2.50 each per week) the return would be $5 billion, he said. The low estimate would reach $700 million by 1965, the high figure $6 billion.

Pay tv would allow a small community to have its own tv station and a large metropolitan area to support 10 or more stations, Mr. Raibourn estimated, and thus would help uhf. Mr. Raibourn said that vhf and uhf, neither with coding equipment, would start out even under a pay tv system. Stations would have a new freedom from networks, with "a dozen" sources of programs, Mr. Raibourn added.

The Telemeter board chairman told Sen. Potter that the FCC could put restrictions on such a practice as both tv stations in a two-station market carrying subscription tv programs at the same time. He told Mr. Cox that subscription television "absolutely" would compete for some of the top talent now on sponsored tv.

Asked by Mr. Cox if pay tv would telecast public service programs, Mr. Raibourn said yes, but "We'd have to charge for it." He said that "no one wants to charge" for a report by the President or a similar program.

Dr. Caveny said pay tv could subsidize educational institutions through "televised education," in which a fee would be charged for courses televised on any tv station, and educational tv stations, which could bolster their finances through charging for tv courses.

Mr. Kohn said WFMZ-TV (ch. 67) Allentown, Pa., suspended April 15, 1955, after being on the air 4½ months, and the station a year ago presented a petition to the FCC proposing pay tv on a trial basis. He said that no one knows if subscription tv will be a "Frankenstein" or a "saviour."

He said the FCC two months ago rejected WFMZ-TV's proposal to be a pilot station for pay tv because the Commission had a rule-making pending on the pay tv subject.

Mr. Kohn showed a series of maps and other exhibits, which he said were paid for by one of the subscription tv proponents [Zenith].

The maps showed the overlap of vhf stations in Philadelphia, Lancaster and Wilmington (Del.) over uhfs in the southeastern Pennsylvania area surrounding Allentown, and said that neither deintermixture nor drop-ins will help uhf in this area. Another map showed a similar situation in Ohio and parts of adjacent states. A map of the U. S. showed that the Sixth Report & Order's second priority, a station in every community, may not ever be realized if too much emphasis is put on the FCC's first priority, a tv signal to all areas.

Mr. Kohn showed a map of the 77 community antenna systems operating in Pennsylvania. He described this as "modern-day pirating" and said he felt WFMZ-TV had just as much right to pick up the programs of other stations

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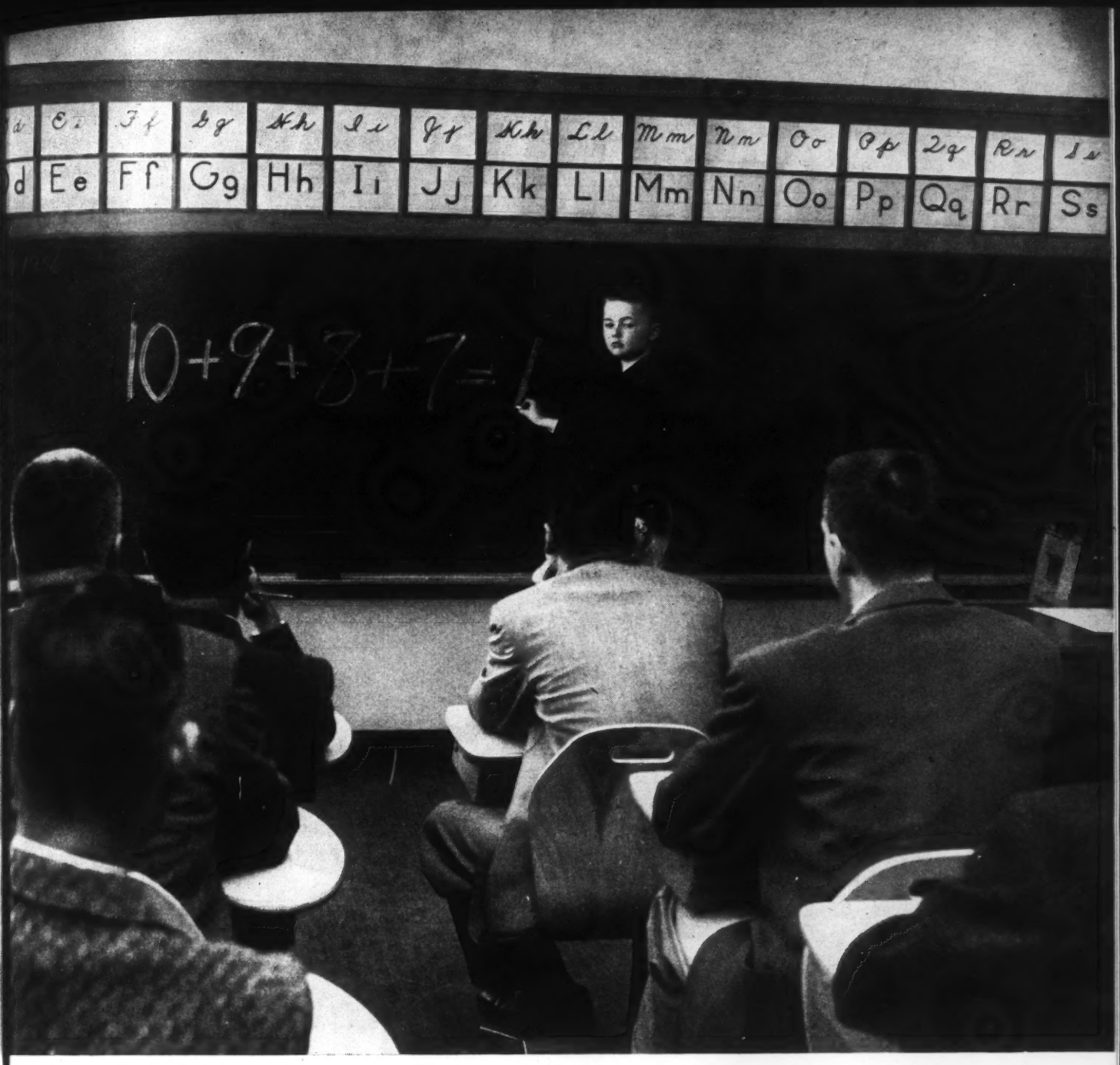

Refresher Course...

These figures add up to another number one position for KING-TV in the Pacific Northwest.

Billboard's Fourth Annual TV Film Service Awards Poll ranked KING-TV tenth nationally for *effective and imaginative film programming*... ninth for *outstanding selling* to national advertisers... eighth for *sales efforts* aimed at regional and local buyers... and, seventh for *exacting methods of film handling*.

KING-TV is the only Pacific Northwest station to win honors in this poll... proving again KING-TV's consistent leadership in the rich Seattle-Tacoma market.

FIRST IN SEATTLE | TACOMA

ABC—Channel 5
100,000 Watts—Blair TV

KING-TV

HERE IT IS!
Philco

Low-Power TV Broadcast Transmitter

THE perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier . . . *150 watts peak output visual and 75 watts aural!*

Complete Low-Cost TV Station "Package"

This new transmitter is the "heart" of Philco's compact, economical TV station package . . . including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an *entirely new Microwave* for relaying programs from remote sources ! Write Dept. BT for complete information.

- ★ **Exciter utilizes conventional receiving tubes.**
- ★ **150 watts visual . . . 75 watts aural.**
- ★ **Compact . . . occupies minimum floor space.**
- ★ **Economical to operate.**
- ★ **Available for VHF and UHF channels.**

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and telecast them. Nevertheless, these community antenna systems support WFMZ-TV's position that the public is willing to pay for tv programs, he said.

Mr. Kohn said that with 19% of WFMZ-TV's time devoted to pay tv programs, the station would have enough revenue to provide local programming for the other 81%. He submitted documents which projected the station's anticipated revenues from subscription tv and sponsored tv in a proposed program schedule.

Mr. Poller said Television Exhibitors Inc. is "about to file an application with the FCC . . . to construct and operate a number of tv stations in various cities" on a pay-tv basis. He told B•T later he is president of the two-month-old Delaware corporation and "at present" sole owner; that his suspended WCAN-TV (ch. 25) Milwaukee is the only station represented by the firm now, but he is negotiating with other existing stations and plans to add new stations to the organization.

He said TEI is asking the FCC to authorize these pay-tv stations only on uhf, in cities where there are at least three network outlets, for at least five years.

Mr. Poller, who also is communications chairman of the Kefauver Campaign Committee, said TEI will ask that 25% of TEI stations' time be on pay tv and the rest on free tv; that the revenue therefrom will "enable us to do far more public service programming in more desirable times than is possible under the present system."

Reading from TEI's proposed application to the FCC, he said at least twice each year TEI outlets will give the proceeds of the day's pay-tv programming to the political party or candidate designated by the paying viewer. With a potential audience of 50 million sets at $1 each the proceeds of some $100 million yearly would go to aid the campaigns of candidates seeking every office from mayor to President, he said.

Local advertisers will be given equal opportunity with national advertisers, and if viewers are found to be willing to accept sponsorship on pay-tv programs, resulting in a lower charge to the public, the TEI stations would offer that plan, Mr. Poller said.

Regarding possible government regulation of the rates of any pay-tv system the FCC might approve, he asked that the FCC and Congress "let the new industry shake down first." If it is found that pay tv rates are exorbitant or destructive to sponsored tv, then the government can step in and call subscription tv a "common carrier," he said.

Mr. Pierson asked that Zenith's and Teco's documents filed with the FCC on pay tv be incorporated in the record by reference on their petition for subscription tv and their comments on the FCC's current allocations rule-making.

Zenith Would Lease, Not Sell

Zenith would lease its equipment to the set owner instead of selling it, with an installation charge of about $4 and a monthly rental of $1, Mr. Pierson said, and thus the set owner would not make a heavy initial investment.

The firm also has proposed that advertising on pay tv be prohibited and added that Zenith invites competition from other systems, "even RCA if they have got one locked up somewhere." Charges would be the same to any broadcasters who use the Zenith system, he said. Zenith itself would not be engaged in telecasting except in the "initial stages as strictly promotion," Mr. Pierson pointed out, stating the firm "probably would not be engaged in the procurement or distribution of programs. All this system is a service . . . to two people . . . [the] broadcaster . . . and people who want to see his program product."

Mr. Pierson expressed Zenith's belief that no one can determine whether competition of pay tv would be sufficient to protect the public. There are no facts available to any rate-making body today, he said, and therefore, Zenith wants to start with the "one privilege" of getting enough experience to determine whether it should be continued and finding if there are abuses which will require rate regulation.

Mr. Pierson said he judged it would take two years to establish one market under pay tv by one proponent, or three markets with the three present owners of systems. The FCC will be watching what develops in any initial period and will be quick to move in getting facts, he added.

Sen. Pastore said he thought the FCC should have broad authority to keep in constant touch with any testing period for subscription tv so Congress and the public could be kept informed. Then if any regulation should be inaugurated it could be done judiciously, and if not, the public could be told why.

Mr. Pierson said the first transcontinental railroad was completed in 1869, but the Interstate Commerce Act was not passed until 1887. He hinted the railroad might not have been built if the builders had been required to anticipate the regulations that would be necessary.

Continuing, he indicated networks started in business in 1925 before there was a law regulating the broadcasting industry. "Now Mr. Sarnoff didn't suggest that it would be an issue in a presidential election, or that we should have a detailed study of what regulations of networks should be, or what regulations of advertising, and no one can say from hindsight that you couldn't have predicted evil along with the good. It was 1939 before evils grew in the network industry that required government to act."

The mere fact that something may require a future law or regulation does not mean "we should not do it," Mr. Pierson explained. "That is a denial of progress." He said Zenith maintains that no type of regulation can be adopted until "we have some experience, and the only purpose of those [opponents'] suggestions is to make sure that we never get a start."

Sen. Pastore said that nevertheless, "had we had the vision in the early stages to step in at the proper time, much of the abuses that have developed [intermixed allocations and vhf's head start on uhf] would not have existed today. And we don't want that to happen here."

Gov. Johnson, in his statement mailed to the committee, said senators ought to make it clear that the FCC should take "immediate action" to "lift all artificial restrictions which prevent the television industry from obtaining the new and supplementary source of economic support which subscription television makes possible."

The former senator added: "Certainly, under our system of free enterprise, government should be the last to attempt to prevent the television industry from taking the new product of subscription tv to the market place to compete for a share of the American public's entertainment budget."

He said he felt the present tv system "falls far short of fulfilling the potential of serving the public which it has the technical ability to accomplish—a failure which is particularly pronounced in Colorado and other western states." He said there is "obviously a burning desire on the part of the public for many types of programs not now available," and that such programs on pay tv will not only fulfill a public

MCMXXVI — *ad* — MCMLVI

krex

RADIO 920 KC TV CHANNEL 5

GRAND JUNCTION, COLORADO

A NEW TITLE FOR AN OLD MONARCH

(previously KFXJ-KFXJ-TV)

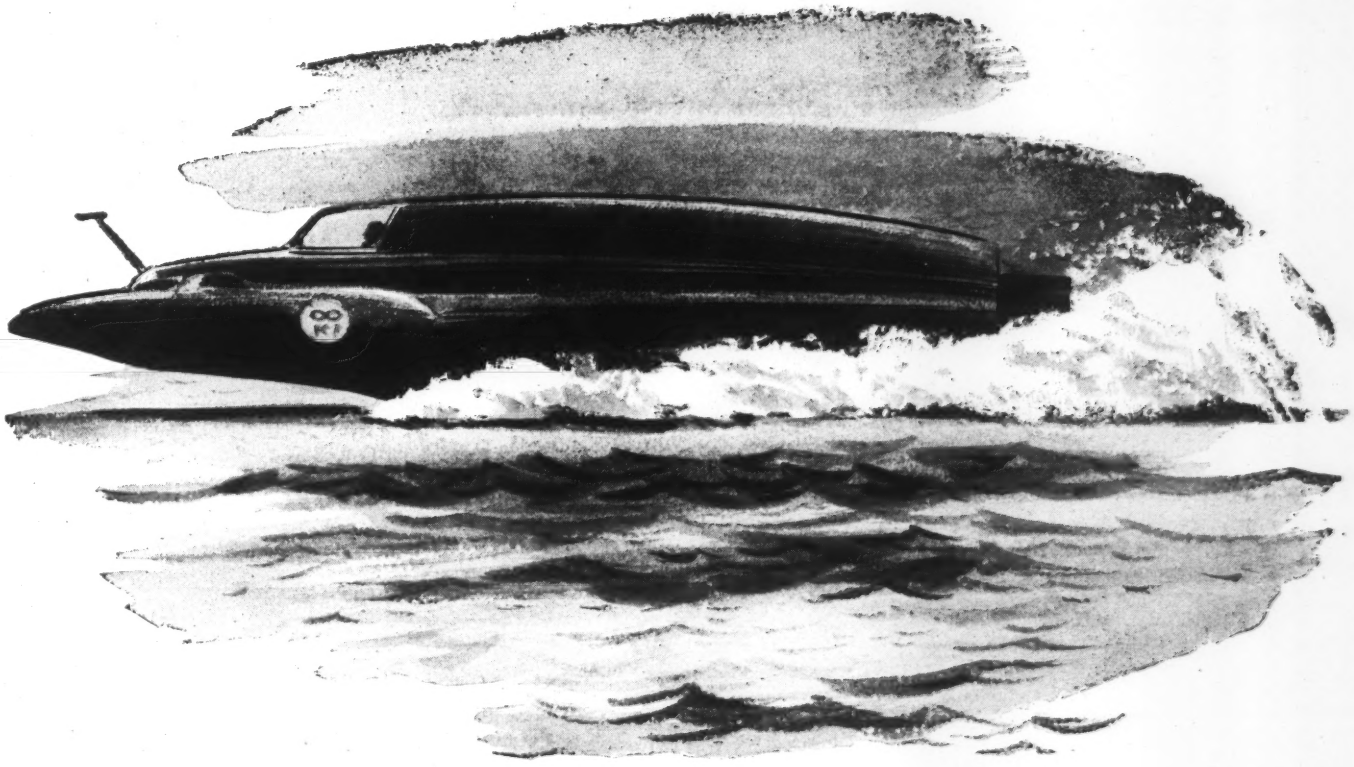
May Marks the Anniversary of

KREX (KFXJ) ..... May 1st 1926
KGLN (Glenwood Springs, Colo.) ..... May 14, 1950
KFXJ-TV ..... May 23, 1954
REX HOWELL (Pres.) ..... May 22, 1907

Radio Affiliation: — MBS

TV Affiliations: — CBS - ABC - NBC

Represented Nationally by Hal Holman Company



You Might Go 239.5 MPH in a Speedboat—*

BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan—is one of those very few radio stations that have *overwhelming* audience preference in its area.

Its use is really essential, as shown by the Pulse figures, left. They credit WKZO with more than TWICE as many listeners as the next station, *morning, afternoon and night!* WKZO actually leads in all 72 quarter hours measured.

Avery-Knodel has the whole story.

AM – TV – FM

The Fetzer Stations

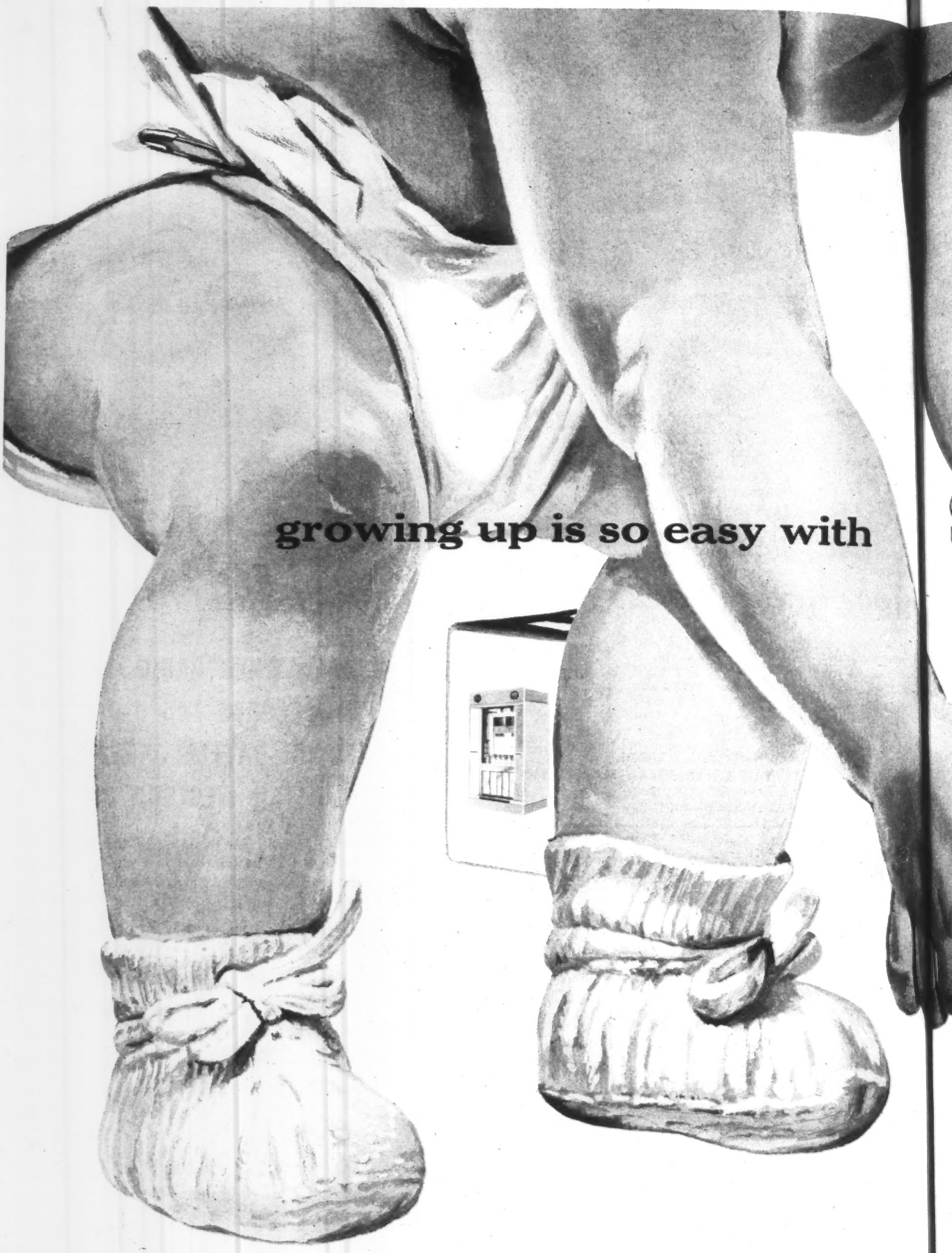
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Donald Malcolm Campbell set this world's record at Boulder City, Nevada, in November, 1955*



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Regardless of whose equipment you are presently using,* you can boost power efficiently by adding S-E amplifiers without having to dispose of or replace any of your original units. You'll find that station growth becomes a practical, reliable and economical evolution when your equipment decision is Standard Electronics ADD-A-UNIT Amplifiers!

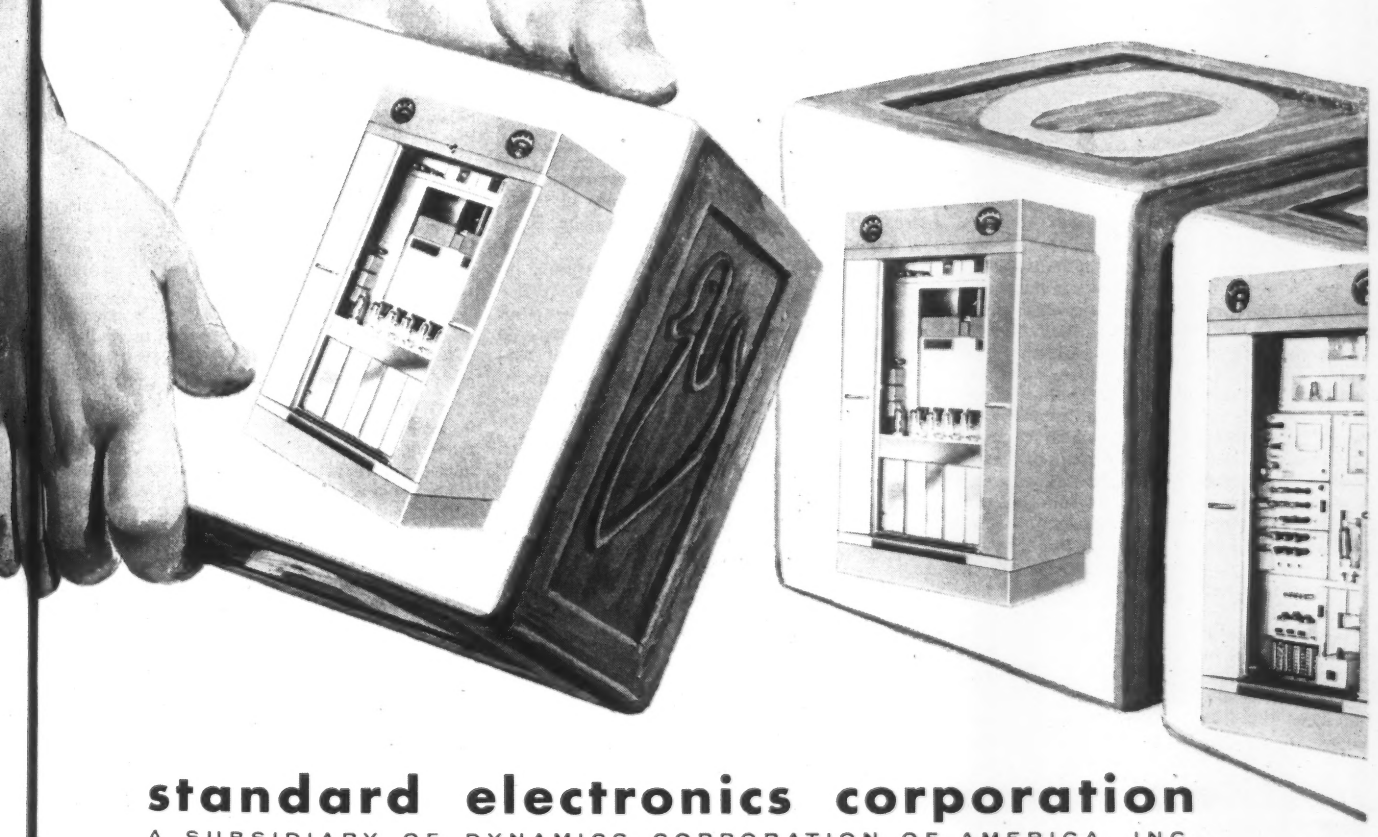
Now, you no longer need fuss with transmitter room layouts and "worry-through" your equipment decision when you are ready to boost power! Now, too, you can grow the easy way with completely self-contained S-E ADD-A-UNIT Amplifiers!

Gone is the problem of placement, operation and maintenance of external blowers, pumps and transformers. All components are conveniently and accessibly located **entirely within the cabinet!** The compact 44" wide frames fit through doorways, into elevators, thru any conventional opening or passageway. You can position ADD-A-UNIT Amplifiers in a straight line, "U", "L", or even in a split arrangement to utilize your floor and wall space most effectively. ADD-A-UNIT is right for you in any stage of your station growth.

Write for specifications, indicating your power requirements.

**Says J. D. Lawhon, WMAZ-TV: "...(Competitor) and S-E have made an ideal combination, both for simple installation and operating ease..."*

S-E add-a-unit amplifiers



standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

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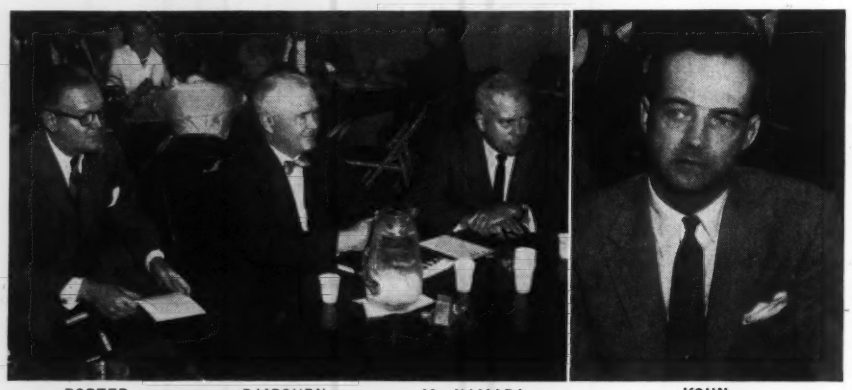
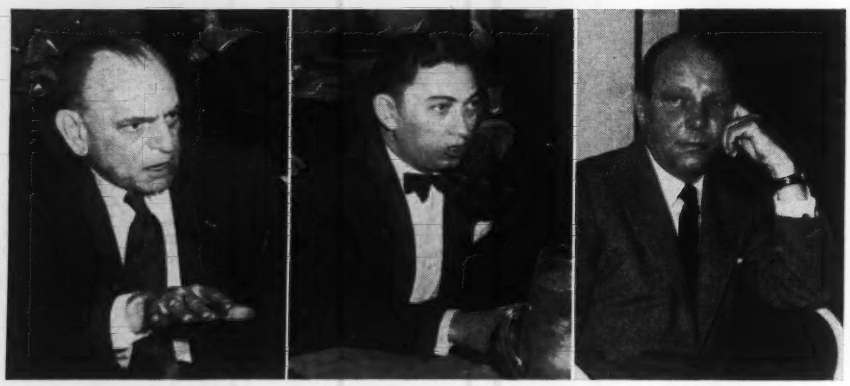
SEVEN VOICES FOR SUBSCRIPTION TV . . .



PORTER RAIBOURN MacNAMARA KOHN



LANDIS POLLER PIERSON

THESE SEVEN were among the proponents of subscription tv who made their sentiments known to the Senate Commerce Committee last week. For highlights of their testimony, see adjacent story.

need but also, through competition, tend to improve the quality of advertising programs and eliminate present "advertising excesses."

The Coloradan felt that the people of his state who buy products nationally advertised on tv, but who do not receive tv service, are in effect subsidizing tv programs received by the public in other areas. Since national advertisers tend to broadcast "free" programs only to the 60-65 top markets, Denver is the only city in Colorado on CBS' and NBC's "must buy" list, he said. Some other western states do not have even one "must buy" market, he added.

A combination of subscription tv and local advertising would make possible new tv stations in many smaller communities, Gov. Johnson believed. He was "favorably impressed" with Comr. Robert E. Lee's *Look* magazine article proposing pay tv be limited to 10-15% of a station's time on the air. The public would be better off with 85% free tv and 15% pay tv than with none at all, he continued, adding the public is entitled to this choice.

He cited the success of community antenna systems as an indication of the public's willingness to "pay the freight of tv service," even though it gives these communities no outlet for local expression.

Turning to sports, Gov. Johnson mentioned the five-year tv blackout of heavyweight title fights and control of televised college football by the National Collegiate Athletic Assn. Major league baseball attendance has declined so much that three clubs refuse to permit their games to be televised, he reported. The impact of tv is even greater on the minor leagues, he added, with major league game telecasts cutting down attendance and interest in the local team. Of 58 minor leagues with 35 million fans in 1950, he stated, there were only 33 leagues in 1955 and attendance has fallen 46% for these 33.

Mr. Bellamy's statement said subscription tv could encourage more production in the legitimate theatre and prolong the run of the play being televised. As it is, he said, the theatre is threatened as "a continuing, vital part of our culture." Pay tv also would bring employment of more legitimate actors and allied people, he said.

He thought pay tv would "find its own competive" level and would not interfere "with present programming or the availability of star performers."

Mr. Cohn felt subscription tv's "ultimate objective is to force the public to pay for what it is presently receiving free" and is "nothing more nor less than an attempt to install a turnstile in every television home."

He pointed out that Zenith prophesied a decade ago advertisers would never support free tv, but at the same time manufactured sets and advertised the "wonders to be seen on them." Today, Zenith still maintains that advertising can't support free tv, despite the more than a billion dollars spent on the medium in 1955. Mr. Cohn reported the public has spent more than $10 billion on sets and related items in the past ten years—all on the implied representation by the government, manufacturers and stations that programs would be free.

Instead of bringing new programming, Mr. Cohn indicated, pay tv will end up by forcing the public to pay for the programs it now sees free. Mr. Cohn referred to some tv highlights during the past year, such as "Richard III," "Barretts of Wimpole Street," "Peter Pan," the Sadler's Wells Ballet and others.

He said pay tv, operated by astute businessmen, would seek mass audiences rather than specialized minority groups: "If 10,000 people were willing to pay $2 a person for an algebra lesson and a million people were willing to pay 50 cents a person for Perry Como, the audience would be shown Perry Como and not taught algebra." He said the Committee Against Pay-to-See Tv's suggestion—that a formula be devised to telecast only programs not on free tv—has been met with "a deafening silence."

Pay tv seeks only to displace present tv programs, he said, otherwise they would seek stations or start new ones in small communities. If they were concerned with establishing additional service they would not want to program in the first 100 markets on existing tv facilities.

He said the uhf problem needs an answer now and will not wait several years for development of a subscription tv system.

Councilman Stark blasted FCC Comr. Robert Lee for the latter's recent *Look* magazine article advocating pay tv. He said Comr. Lee has expressed himself in favor of subscription tv, "even though the matter is still pending before the FCC and no public hearing has yet been held."

He asked the committee to "summon Comr. Lee before this committee of the Senate to answer charges of conduct unbecoming a public official and to investigate the underground movement which is now being waged to destroy free television viewing in the United States." The "underground movement" apparently referred to his earlier statement that "there is a clique of monopolists in this country now seeking to destroy free public access to the airwaves."

Sen. Pastore said he did not "see anything illegal" in what Mr. Lee had done; that the act permits commissioners to write articles for an honorarium, and that "I don't think for one minute Lee is the kind of man who'd take compensation to make up his mind."

Mr. Stark felt pay tv would "give the public nothing new, except a bill at the end of the month." The average family under pay tv would have to pay $100 to $1,100 a year to watch programs, he added.

Mr. Fellows voiced NARTB's opposition to any form of pay tv which through using channels allocated to free tv will "jeopardize the right of the public to receive a full, free service."

NARTB's position, he stated, is that Congress is the only body which should make the judgment on pay tv. Never, he indicated, "has our industry levied one cent of tribute from the American people to see or hear our broadcast performance. The only thing required of the American listener or viewer is that he own a receiving set."

Mr. Fellows described pay tv as a "point-to-point" system as distinguished from telecasts to all sets. The two are diametrically opposed in concept, he pointed out, with pay tv based "on the fallacious promise, that through the revenues accruing to the system, the American public will receive a type of programming superior to that it now receives free."

He warned that if subscription tv is authorized, broadcasters will not be "standoffish." "As businessmen, we would be foolish to turn our backs on a successful business venture." If pay tv is authorized and succeeds, Mr. Fellows said, the broadcaster will be "forced to jump on the bandwagon" whether he desires to or not.

But no longer would they be broadcasters, he continued, rendering a free service in the

public interest. A paying minority of the public will be able to outbid the vast majority and thus deprive the latter of the present free tv. Millions would be deprived of viewing and thus using what is legally theirs, the airwaves, he charged.

He said pay tv would be a "divisive force among the American people," with the "well-to-do" controlling a public asset and "an overwhelming majority" having to accept whatever free programming may be left "after the flight of talent to pay tv." Pay tv will siphon off the present tv system's talent, programs, authors and producers, Mr. Fellows indicated.

The NARTB chief cited surveys by five newspapers showing sentiments against pay tv ranging from 72% to 99%.

". . . Under pay television, I am convinced, there will be no more free World Series, dramas, musicals, etc.—and the only loser will be the public," he contended.

Mr. Fellows said tv broadcasting must be based on both vhf and uhf and saw a possibility of "at least 1,000 tv stations in the next five years"; manufacturers are headed more and more toward the purpose of an all-channel set. "We are closer than we may seem to be," he reported, adding that it is "inevitable" that smaller markets will get tv.

Mr. Salant contended the networks, have been most successful in providing the kind of home entertainment and information people want and "perhaps could make a fortune out of pay television. We do not know. We do know that free tv has provided an important service to the people and that we owe it our fullest support."

CBS believes families have made their investment in their tv sets on the reasonable assumption they would be able to enjoy without further payment whatever signals are within range of that set.

"The government would be breaking faith with the public if it deprived them of the realization of that expectation," he emphasized.

Mr. Salant felt there was only one explanation of tv's growth and the public's devotion to it—"The quality and diversity of its programming." He cited top programs offered during a single season.

He alleged pay tv would interrupt this progress: "It is not invention: It is disinvention. It proposes to take that which is intelligible to all and make it unintelligible. It is not adding, it is taking away."

Where free tv is "cohesive," pay tv is "divisive," Mr. Salant stated, adding that if pay tv were established, the present "unified tv audience" for the first time would be divided along economic lines; in pay tv there will be second-class citizens.

Mr. Salant pointed out neither Zenith, Skiatron, nor Telemeter proposes a limitation of pay tv to uhf, Telemeter asking that pay tv be authorized for all stations and Zenith and Skiatron asking that toll tv be put on uhf only for a limited period—two or three years—and to "needy" vhf stations. The proponents, he continued, propose to start pay tv in New York, Chicago and Los Angeles where "by coincidence" there are no operating uhf stations but there are vhf stations which might be described as "needy." It is these very vhfs that proponents plan to use, he added.

Answering proponents' references to the CBS study by Dr. Sidney Alexander, which pay-tv advocates have interpreted as showing that only 588 stations could exist, Mr. Salant reported that Dr. Alexander said the number of stations would be limited to about this number "for the next few years." He quoted from a summary of the study: ". . . In the long run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in television."

Mr. Salant added that Dr. Alexander is CBS' economist. "It is up to us to prove he's wrong."

Mr. Biemiller said in part:

"The proposals for paid television . . . would have a profound effect on the television habits of our members. In effect, paid television would require the viewer to contribute a specific sum for the privilege of enjoying certain television programs. Estimates of the cost of paid television to the viewer run from a minimum of $100 a year to over $1100.

"The introduction of this new concept would have serious repercussions on the employment of workers throughout the entertainment industry. It would drastically change the present system of competitive programs. Instead of having many programs to select from each night we would have only one or two at a time.

"What might happen under a paid television system is that certain types of programs which are now offered free of charge would be transferred to the new system which would require payments from viewers. In effect, this would seem to be transferring the cost of the television programs from the commercial advertisers to the viewing public.

Mr. Conaway outlined the opposition to toll tv by the American Federation of Television & Radio Artists. He cited employment opportunites that would be decreased, not only for AFTRA members but all others concerned with entertainment. Fee tv, he alleged, would siphon off free time, now underwritten by sponsors, and the subsequent reduction in programming would diminish employment for AFTRA members.

Pay tv, supported by a minority, would reduce viewing opportunites for the majority, according to Mr. Conaway who cited the average American family's viewing average of five hours daily.

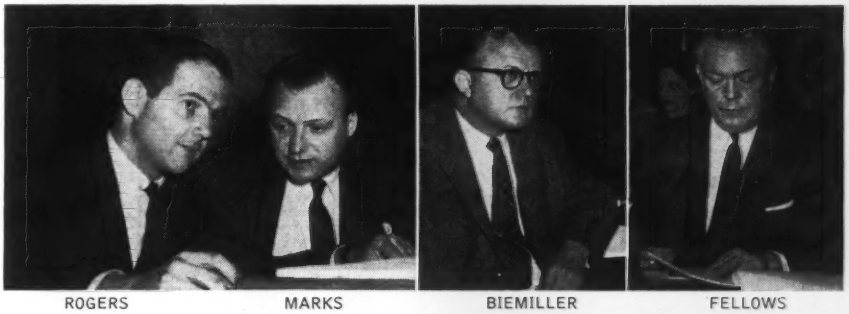
He likened subscription tv to placing a turnstile on a public library or granting a 99-year lease to a promotor who would charge admissions to national parks or monuments.

Mr. Farr, who pointed out that his organization represents 100,000 tv dealers, told the committee the public needs to be informed "about the cost of subscription tv. First, there is the cost of the decoder and coin box which might well run around $50 per set, plus $30 installation, which would cost the 36 million present owners some $1.8 billion, which, whether bought or rented, will have to be paid for by the user."

He said polls circulated by pay tv advocates were "weighted" by not giving the consequences

. . . AND TEN VOICES AGAINST IT

COHN FALKENBURG TIBBETT CONAWAY



ROGERS MARKS BIEMILLER FELLOWS

FARR SALANT

THESE TEN went before the Senate Commerce Committee last week to explain why they oppose the proposal for pay tv. The interests they represented included networks, stations, actors, unions, trade associations and other organizations aligned against a toll. For a summary of their remarks, see adjacent story.

COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke (197)	Mutual Benefit Bob Considine	
6:45	The Evening Comes	Sleepeze—6 Galen Drake	Les Paul General Tire Sports Time	
7:00	Weekend News	(CBS Columbia Anahist 20th Century Jel-Sert Viceroy)	"By the People"	
7:15	Show Time Review George Sokolsky			
7:30	It's Time	Edgar Bergen Show (200)		
7:45	Valentino Henry Mile Travel Talk S			
8:00	Co-op America's Town Meeting	News	Stand By Round the World	Monitor *
8:15		Toni Our Miss Brooks (202)		
8:30		P. Lorillard Two For The Money (203)	Lutheran Hour Report	
8:45				
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45			Co-op Keep Healthy	
10:00	It's Time Erwin Canham	Sports News	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision East. Sta. only Monitor *
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum
10:45				
11:00	Texaco News	News	Wings of Healing	Hour of Decision (Central States) Monitor *
11:15 PM	Moods in Melody	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	Bill Stern	No Service		
	No Service	Dolco Batteries Lowell Thomas (198) R	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Longines News Kools CBS Columb'a Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Mysteries	Philip Morris Russell—Mdays Bing Crosby Am. Oil Ed. R. Murrow (82)	American Home Prod. Gabriel Heatter Les Paul Hero's Hollywood	Miles Labs News of World (166) One Man's Family ***
	American Music Hall	Jack Carson Show S	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	Boston 'Pops' Orchestra
	American Music Hall	Chevrolet News My Son Jeep	Esso Reporter Bob & Ray	Bell Telephone Telephone Hour (135) R
	ABC News	Yours Truly Johnny Dollar	Behind the Iron Curtain	
	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
	News			
	Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
	The 3 Suns	Dance Orchestra	Jazz Roost Virgil Pinkley	Chet Huntley Net. Part. Music Program
	News			
	Martha Lou Harp		Distinguished Artists Series	All Star Parade of Bands
	Songs by Dini	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service All State Bill Stern	Allan Jackson No Service	Stand by with Bob & Ray	No Network Service
	No Service	Dolco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Longines News Kools Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr. Beltone (alt. Tu) G. Heatter	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Mysteries	Philip Morris CBS Columbia Bing Crosby Ed. R. Murrow Co-op	Gabriel Heatter	Miles Labs. News of World (168)
			Coca-Cola Co. The Eddie Fisher Show 245)	One Man's Family ***
	American Music Hall	Jack Carson Show S	Treasury Agent (Participating)	RCA Network Participations Dragnet
	News S Admiral Life is Worth Living	Suspense	Squad Room	Network & Local Participations "X Minus One"
	Admiral News	Chevrolet News	Esso Reporter	B&W News
	American Music Hall	My Son Jeep	Bob & Ray	(May 1 & 22) Politics & Primaries (May 8, 15 & 29) Biographies In Sound
	ABC News	Yours Truly Johnny Dollar	Dateline Defense	
	Best Bands of the Land	Campaign '56	The Army Hour	
	News	UN Report		
	Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
	The 3 Suns	Dance Orchestra	Jazz Roost Virgil Pinkley	Chet Huntley Net. Part. Music Program
	News			
	Take Thirty S		Dance Time	Nightlife with Nordine
	Singing with the Stars	CBS News	Mutual Report The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WED

	ABC
	No Service
	Bill Stern
	No Service
	CIO-AFofL Edw. P. Morgan
	Co-op Quincy Howe
	Mysteries
	American Music Hall
	News S
	Admiral Life Worth Living
	News
	American Music Hall
	News S
	Best Bands of the Land
	News
	Vandercook, CIO
	Pabst Fights
	Singing with the Stars
	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Monitor *
9:30	It's Time Prophecy, Ins. Voice of Prophecy (99)	Church of the Air	Christian Rel. Church Back to God (268)	
9:45				Art of Living
10:00	Texaco News Message of Israel S	Chev. News E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Texaco News Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
10:45				
11:00	It's Time Marines in Review	News Invitation To Learning S	Dawn Bible Frank & Ernest (362) First Church How Christian Science Heals	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15				
11:30	Texaco News The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chevrolet News Washington Week S World Affairs Report S	As I See It Frank Kirkpatrick	
12:15 PM				
12:30	It's Time Front & Center	Guy Lombardo Orchestra S	Bill Cunningham Co-op First Church How Christian Science Heals	The Eternal Light
12:45				
1:00	Churches of Christ Herald of Truth (188)	F. W. Woolworth 1-2 p m Woolworth Hour (196)	Les Paul Front Page Exclusive Merry Mailman	Monitor *
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
		Co-op News	Co-op Robt. Hurleigh	
	Breakfast Club (Participating)	No Service	Easy Does It	No Network Service
	Sterling MWF My True Story When A Girl Marries (165) (Participating)	Arthur Godfrey (Participating)	Cecil Brown Footnotes To Medical History Guest Time	Weekday **
	Dean Pharmco, Whispering Streets (224) Paging the News S		Kraft News Johnny Olsen Show	
	Your Happy Holiday		Kraft News Story Time	
	Presenting: Franchot Tone	Make Up Your Mind S	Queen for a Day Participating	
	Presenting: Constance Bennett	Wrigley Howard Miller (144)		
	Valentino	Hazel Bishop P. Morris, Std. B. Wendy Warren	Kraft News	
	Luncheon at Aster Sunshine Boys How To Fix It	Backstage Wife	A. Ladd's Modern Moods	
	No Network Service	Ponds, Toni Pharmaco Helen Trent	No Service	No Network Service
		Our Gal Sunday S		
	Co-op Paul Harvey	Road of Life (131)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
	Co-op No School Today	Farm News St. Louis Melodies	No Network Service	
		Ferry Morse Seed Co. Garden Gate Chev., A. Jackson		
	Table Products Ins.	Pass 'n' Boots		
	It's Time Muppets and Melodies	D-Con Galen Drake S	Kraft News Conference Call	
	ABC News*	Sleep-Eze News	Kraft News	
	The Inner Circle	Robt. Q. Lewis (185) KASCO	For Parents Only	
	It's Time All-League Clubhouse S	Renuzit	Musical Wheel of Chance	
	ABC News World Tourist	Milner Chev., A. Jackson	Les Paul Kraft News	
	101 Ranch Boys S	Romance S	Magic of Music	
	American Farmer S	Liggett & Myers Gunsmoke (200)		
	ABC News	Chev., A. Jackson	Teenagers USA	
	Navy Hour S	City Hospital		

	NBC
	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
	Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
	Monitor *
	Allis-Chalmers Home Hour (Central Sta's)

SUN

	ABC
1:30 PM	Texaco
1:45	Pilgrim
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	No Service		
Bill Stern		Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
No Service	Delco Batteries Lowell Thomas (199)	Kraft News	Alex Drier Man on the Go Co-op
CIO-AFofL. Edw. P. Morgan	Longines News	Fulton Lewis Jr.	No Network Service
Co-op Quincy Howe	Kools, Carter Amos 'n' Andy Music Hall (198)	Dinner Date	Miles Labs News of World (168)
Mysteries	Philip Morris Milner, Russell Bing Crosby	Gabriel Heatter	One Man's Family ***
	Co-op Ed. R. Murrow (89)	Coca-Cola Co. Eddie Fisher Show	RCA; BeCo; Realemon Puritan Network Participations People Are Funny
American Music Hall	Jack Carson Show S	Official Detective (Participating)	The Goon Show
News S			News-Don Parde
Admiral Life is Worth Living	21st Precinct S	Crime Fighters	American Adventure
Mayflower News	Chevrolet News	Esso Reporter	
American Music Hall	My Son Jeep	Bob & Ray	Conversation
News S	Yours Truly Johnny Dollar	TBA	
Best Bands of the Land	Leading Question	Co-op State of the Nation	
ABC News			
Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
The 3 Suns	Dance Orchestra	Jazz Roost	Chet Huntley Net. Part.
ABC News		Virgil Pinkley	Carling Cons. Club
Front & Center		Dance Time	Jane Pickens Show
Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	U.N. on the Record S		Richard Harkness Co-op
Bill Stern		Les Paul Sports	No network Service
No Service	Delco Batteries Lowell Thomas (199)	Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)
CIO-AFofL. Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Amos 'n' Andy Music Hall (198)	Dinner Date	No Network Service
Mysteries	Philip Morris CBS Col., Russell Bing Crosby	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
	Am. Oil Ed. R. Murrow (82)	Les Paul Here's Hollywood	One Man's Family ***
American Music Hall	Jack Carson Show S	Counterspy (Participating)	National Radio Fan Club Network & local participations
News S			
Admiral Life is Worth Living	CBS-Radio Workshop	City Editor	
Mayflower News	Chevrolet News	Esso Reporter	NBC Job Clinic
American Music Hall	My Son Jeep	Bob & Ray	
News S	Yours Truly Johnny Dollar	American Travel Guide	National Radio Fan Club Network & Local Participations
Best Bands of the Land	So They Say	Disc Date	
Anahist News			News from NBC
Vandercook, CIO	Eric Sevareid S	Esso Reporter	Gillette Boxing
The 3 Suns	Dance Orchestra	Jazz Roost	
ABC News		Virgil Pinkley	Sports Digest
Indoors Unlimited		Dance Time	Bayuk & Sustaining Meet the Champs
Songs By Dini	CBS News	Mutual Reports The News	No Network Service
Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	John T. Flynn	
Pan American Union	Saturday at the Chase	The Mariner's Album	
It's Time	Young Ideas Fred Robbins	Report from Washington	
Co-op Sports Afield With Bob Edge		Dinner Date	
Sports Kaleidescope	News		
At Ease	Juke Box Jury	Pop The Question	
Casa Nora Morales			
It's Your Business		Inspiration Please	Monitor *
ABC News	Chevrolet News		
Dancing Party S	Saturday Night Country Style	True or False	
	Sports	Musical Caravan	
	Camels Rock 'n' Roll Party (114)	I Ask You	
	Philadelphia Orchestra	Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
Vandercook, CIO	News S		
The 3 Suns	Basin Street Jazz	Renfro Valley Barn Dance	
Lawrence Welk Army Show	Dance Orchestra		Monitor *
Statler Orchestra	News	Hardy Burt Commentator	
	Dance Orchestra	Dance Time	

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

SUNDAY

CBS	MBS	NBC
	Lutheran Hour (479)	Monitor *
	Music from Britain	The Catholic Hour
	Bandstand USA	Monitor *
	Bosman's Bandstand	
	Bosman's Bandstand	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni TuTh Ponds—WF Dr. Malone	Luncheon with Lopez	No Network Service
	P&G Duz Guiding Light (128)		
No Network Service	Ponds—TuTh Mrs. Burton	Kraft News	Weekday **
	Ponds—M* Brighter Day	Mutual Matinee	
The Martin Block Show	Toni & Bristol-Myers Nora Drake (197)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	
	Lever—MF Franke Amr. TuT Aunt Jenny		
	Houseparty† (183) R	Mutual Matinee with Dan McCullough	
	Hartz—Song		
		(MTuWF) Bandstand USA (Th) Dick&Diane	
			P&G Right to Happiness
Manhattan Matinee	Chef Boy Ardee Galen Drake	Mutual Reports	Sterling Drug Widder Brown *****
			Doctor's Wife
Treasury Bandstand	No Service	Mutual Matinee with Dick Willard	P&G Pepper Young
			Miles Woman In My House
Musical Express	News		World of Nordine
Ebony & Ivory		Stand By With Bob & Ray	Dr. Norman Vincent Peale
Gloria Parker	No Service		Gen. Mills & Amer. Bakeries Lone Ranger
Wall St. Final (Harris, Upham)		Les Paul Gen. Sports Time Kraft News	Production Five

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Kathy Godfrey Show S		
Shake the Maracas		Kraft News	
Texaco News	News S	Fifth Army Band	
	Adventure in Science		
	String Serenade		
Texas Co, Metro. Opera	Dance Orchestra	Lucky Pierro	
	News S		
	Richard Hayes Army Show	Country Jamboree	
	Dance Orchestra	Sports Parade	Monitor *
	News S		
	Dance Orchestra		
Pop Concert	Dance Orchestra	Co-op Stand-By Sports	
The World Tourist	News S		
	New Orleans Jazz	Kraft News	
Dinner at the Green Room S		Standby Sports	
	Make Way for Youth	Kraft News Les Paul	

April 30, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations: R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored. 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole. Thurs. Kasco. Th. Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.

* G. Drake Sleep-Eze—10:55-11 a.m., Sat.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* Monitor—Network & Local Participations Barbasol, Miller Brewing, RCA

** Weekday—Network & Local Participations Carter Prods., Sterling Drug, Q-Tips Sales

*** One Man's Family—Net & Local Participations Weds: Carter (Last 3/21), Anahist (Last 3/14)

**** Hotel For Pets—MWF: Coast Fisheries—with stations not ordered commercially taking the program on Sustaining basis

T&TH—Complete Sustaining basis

***** Young Widder Brown—M-Th—Sterling Drug, Fri—Network Participations

****** Fibber McGee & Molly—Network & Local Participations Tues—Viceroy

of a pay tv system which would knock free tv shows off the air or capture them. These surveys, he said, also "are weighted toward upper income groups who need television the least. It is the poor man with no money to spare and lots of kids who relies on tv for nearly 100% of his entertainment."

Mr. Radford spoke as an average viewer and reiterated CBS' contention that the public, after spending $13½ billion for sets, should not be "hijacked" into paying for tv programs.

Mr. Rogers, praising the growth of tv under the present system, quoted from a booklet by Television Bureau of Advertising (of which he is treasurer and a director) which would show that "not even rabbits" could equal the rapidity with which U. S. tv homes have multiplied in the past eight years. He said this refutes Zenith's Comdr. Eugene F. McDonald's prediction several years ago that advertising could never support tv.

He said proponents' "concern with only the peak 15% viewing time bespeaks concern only for the click of the turnstile."

"As for promises that new and wonderful educational programs will be aimed by toll tv at small minorities," he said, "that is merely perfume sprayed at the U. S. Senate, the FCC and the public . . . If, as you have stated, installation of toll tv in a single major city will costs tens of millions of dollars, this money can only be recovered by putting on shows which will attract the largest audiences . . ."

Scoring Comdr. McDonald's charge of a "two-network monopoly" in tv, Mr. Rogers cited TvB figures showing network programs account for only 53% of total telecast hours on stations. Similarly, local and national spot revenues account for more than half the advertising revenues of the stations, he added.

FCC Grants WNHC-TV Protest To CBS' WGTH-TV Purchase

PROTEST by WNHC-TV New Haven, Conn., against the $650,000 CBS purchase of ch. 18 WGTH-TV Hartford, from General Times Tv Corp. [B•T, July 11, 1955], was granted by the FCC last week. In ordering a hearing on the assignment, to commence May 28, the Commission postponed the effective date of its Feb. 23 no-hearing grant of the transfer.

The hearing will explore WNHC-TV's charges that the transfer will contravene FCC rules regarding concentration of mass communications media and violate duopoly rules because of alleged Grade B overlap between WGTH-TV and the network's WCBS-TV New York. Other issues include assertions by WNHC-TV that CBS violates federal antitrust laws in certain affiliation practices and "exclusive" film contracts involving WCBS-TV. The burden of proof is on WNHC-TV.

Comr. Doerfer dissented to the FCC action. Comr. Bartley concurred with the decision insofar as it granted the protest and ordered a hearing, but he felt that CBS should have been assigned the burden of proving its affiliation practices do not violate antitrust laws.

FCC Official Would Waive '10% Rule' to Allow Grants

WAIVER of the FCC's "10% rule" to make possible three am grants, one for a construction permit and two for improvements of facilities, was recommended by FCC Hearing Examiner Basil P. Cooper last week.

All three applications involve 1420 kc facilities: Radio Herkimer, seeking a new station in Herkimer, N. Y. (1420 kc, 1 kw day); WBSM New Bedford, Mass., seeking a change from 1230 kc, 100 w unlimited to 1420 kc, 1 kw unlimited, and WBEC Pittsfield, Mass. (1490 kc, 250 w unlimited), asking for 1420 kc, 1 kw unlimited.

The applications were designated for hearing by the FCC last November because it was found that WBEC's proposal would slightly exceed the 10% rule. This rule provides that a station may be assigned an available frequency as long as not more than 10% of the population in its primary service area will receive interference from other stations.

At the time the Commission set three 1420 kc proposals for hearing. Comr. Bartley, dissenting to the hearing order, said he was in favor of granting all three applications, that the circumstances justified a waiver of the 10% rule [B•T, Nov. 14, 1955]. That same conclusion was reached by Examiner Cooper in last week's initial decision.

Two V's, One U Requested In Applications Last Week

AMONG three applications for new tv stations filed with the FCC last week were two vhf requests from O. L. Nelms, Dallas, Tex., multimillionaire realtor who already has uhf applications pending for Brownwood, Tex. (ch. 19), and Victoria, Tex. (ch. 19). In last week's applications Mr. Nelms asked for ch. 9 Flagstaff, Ariz., and ch. 12 Alpine, Tex. The third application received last week was from Altru Broadcasting Co., Longview, Wash., which asked for ch. 33 there.

Mr. Nelms' Flagstaff application calls for an effective radiated power of 350 w visual, with an antenna height of minus 50 ft. above average terrain. Construction cost is estimated at $65,385, first year operating cost at $54,750, and first year revenue at $73,000. The Alpine station would operate with ERP of 350 w visual, using an antenna minus 165.7 ft. above average terrain. Estimated construction cost is $39,950, first year operating cost $54,750, and first year revenue $73,000.

At Longview, Altru would operate with an effective radiated power of 9.01 kw visual, employing an antenna 100 ft. above average terrain. Construction cost is estimated at $62,000, first year operating cost at $84,000, and first year revenue at $108,000. Altru principals are equal partners W. Gordon Allen and John Truhan. Mr. Allen is 70% owner of KGAL Lebanon, Ore., 66.7% owner of KGAE Salem, Ore., 50% owner of KBAM Longview, Wash., and owns a construction permit for KTIX Seattle, Wash. Mr. Truhan owns 33.3% of KGAE, 50% of KBAM and has an application pending for a new am at Gresham, Ore.

Hearing on Proposed Rules For Insurance Ads April 30

PROPOSED trade practice rules governing advertising of the accident and health insurance industry will be discussed by industry members and other interested parties at a hearing scheduled for today (Monday) at Federal Trade Commission headquarters in Washington.

Possible deception in radio-tv and printed media advertising of policies already has been considered by the Commission and the National Assn. of Insurance Commissioners. Their suggested rules for governing the insurance industry already have been made public. They specify ways in which advertising of insurance may be deceptive, *per se* or by inference.

WROW-TV	Albany
WAAM	Baltimore
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington
WRVA-TV	Richmond
WSYR-TV	Syracuse

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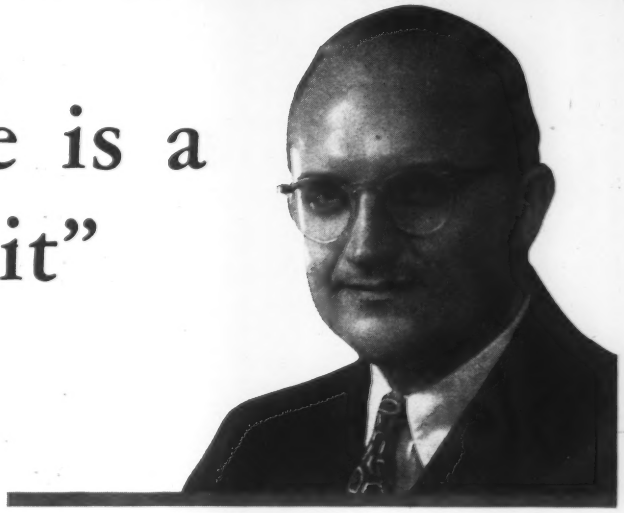

says **MARION HARPER JR.**
President
McCann Erickson, Inc.

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MARION HARPER JR.

Mr. Harper became president of McCann-Erickson in 1948 when he was 32. Behind him were nine years in the agency, and titles ranging from office-boy trainee to manager of copy research, director of research, v.p./research and merchandising, director, asst. to the president, and executive committee member.

Today, Mr. Harper heads an organization operating 34 offices in 16 countries and its total billing of $166 million in 1955 ranked it third among all agencies.* Mr. Harper has authored numerous articles on television-radio advertising, research and an outstanding book "Getting Results From Advertising."

Advertising Age is a constructive habit among most of the sales, advertising and management staff members who are important to you. Nowhere else can they find its equal for current, complete and dynamic coverage of advertising news, trends and developments. Wherever you find important people formulating important advertising plans, there you'll find Advertising Age being read, quoted and discussed—not only by those who *activate* advertising plans, but those who *influence* decisions affecting you.

Consider the effects of influence at McCann-Erickson, for example. In 1955, M-E placed some $60 million** in broadcast network billings. Among its clients are such heavy spot-tv advertisers as Coca-Cola Co. ($835,300*** in '55), Bulova Watch Co. ($1,238,900***), Mennen Co. ($180,100***) and others.

Every Monday, 170 paid-subscription copies of Advertising Age reach McCann-Erickson executives, copies that get intense readership in executives' homes as well as executives' offices. Further, Ad Age rates similar readership among important advertisers—for instance, 30 paid-subscription copies go to the sales, advertising and management levels of Coca-Cola, Bulova Watch and Mennen companies.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

*Advertising Age Agency Issue
**Broadcast-Telecast 1955 Report
***Compiled by N. C. Rorabaugh Co. for Television Bureau of Advertising

important to important people

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1 Year (52 issues) $3

ABC
ABP
NBP

WHAT
A
GAIN!

...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the *top-rated** programs.

What's more—over half the *top-rated* weekday programs between 3:30 and 11:30 p.m., both network and local, are *now* on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV... for full details call Meeker today!

*Source: ARB February 8-14

Represented Nationally by MEEKER TV NBC

WNDU·TV
CHANNEL 46

DECISION PENDING ON WEBSTER POST

FCC Chairman McConnaughey understood favoring return of Craven to Commission or reappointment of Webster when latter's term expires June 30. Both are engineers. Mississippi broadcasters suggest attorney Alton Massey for office.

NO official word was forthcoming from the White House last week regarding the upcoming June 30 vacancy to be created on the FCC with the expiration of the term of Comr. E. M. Webster. Reports persisted, however, that Commander T. A. M. Craven, consulting engineer and former Democrat member of the FCC, would be nominated by President Eisenhower for the non-Republican vacancy.

Comr. Webster, politically an independent, has been represented as willing to accept the appointment but has not been openly campaigning for it. It is believed that FCC Chairman George C. McConnaughey has indicated to the White House that the post should be filled by an engineer and that he would favor either reappointment of Comr. Webster or nomination of Comdr. Craven.

Comr. Webster, 68, is eligible for retirement, both as a Civil Service employee and as a Coast Guard commodore, retired. It is understood his retirement would amount to substantially more than the $7,500 maximum provided for a member of the FCC who has reached retirement age and had served the requisite number of years. The appointment is for a seven-year term.

Both Comr. Webster and Comdr. Craven have been checked securitywise, a necessary preliminary to nomination, even for an incumbent. Comdr. Craven, 63, served as chief engineer of the FCC from 1935-37 and was a member of the Commission, 1937-44. He resigned to enter private consulting practice. A Democrat, he now is a resident of Virginia but was born in Philadelphia and reared in New Jersey. He was graduated from the Naval Academy with the class of 1913.

Meanwhile, reports were current that a number of other candidates for the Webster post had cropped up. So far as could be determined, however, none yet had received White House consideration.

The Mississippi Broadcasters Assn., at a recent meeting, adopted a resolution supporting appointment of Alton Massey, Kosciusko attorney, to the post. The resolution was sent to the White House and to the Mississippi Congressional delegation.

It was also reported that in the event neither Comr. Webster nor Comdr. Craven received the nomination, that one of the FCC's top broadcast engineers would seek the post on the ground that it was desirable to have an engineer as one of the seven members. Also, reportedly receptive to appointment was a staff member of a congressional committee, specialist in communications.

Excise Repeal Bill Offered

A BILL to repeal excise taxes on several categories of products and services, among them the 10% manufacturer's excise tax on all radio and tv sets, has been introduced by Sen. William Langer (R-N. D.). The bill (S 3575) was referred to the Senate Finance Committee.

THAD HOLT (r), former Birmingham, Ala., radio and tv executive, is sworn in as a special consultant to the U. S. Information Agency on overseas television projects by J. R. Poppele, USIA assistant director for radio and tv. Mr. Holt was president and treasurer of WAPI, WAFM (FM), WABT (TV) Birmingham from 1937 to 1953 and is now chairman of the Federal Reserve System of Birmingham, a director of the Birmingham branch of the Federal Reserve Bank of Atlanta, and a partner in the management consultant firm of Norton & Holt, Birmingham.

Satellite Would Sell Alongside Rebroadcasts

UNIQUE arrangement between a mother station and a proposed tv satellite operation was revealed in an application filed with the FCC for a satellite station at Kalispell, Mont. The Kalispell application was one of two satellite applications filed; the other was for Greenfield, Mass.

KGEZ Kalispell, seeking ch. 8 there as a satellite of KXLY-TV Spokane, Wash. (ch. 4), revealed a five-year contract whereby the satellite will be allowed to sell spot announcements adjacent to the programs it will rebroadcast. Under the arrangement, the satellite will pay KXLY-TV $1,500 monthly and provide it two hours of Class A or B time weekly.

KGEZ, which will gradually switch to local programming, plans 8.48 kw visual power and antenna height of 218.3 ft. above average terrain.

Construction costs of the Kalispell ch. 8 station were estimated at $106,100, with $85,000 expected to be spent on first year operation expenses. Expected first year revenue was listed at $100,000. KGEZ is controlled by Copper City Radio Co. (KBOW Butte, Mont.).

Springfield Tv Broadcasting Corp. (ch. 22 WWLP [TV] Springfield, Mass.) asked for ch. 58 at Greenfield, to operate as a WWLP satellite until such time as it becomes feasible to originate local programming. Construction of the Greenfield satellite was estimated at $50,360 with $90,000 listed as first year operating costs. Revenue is expected to be $100,000 for the first year of operation.

The ch. 58 proposal calls for 9.24 kw visual power and antenna height of 505 ft. above average terrain. Like WWLP, the Greenfield operation would carry both ABC-TV and NBC-TV programs. WWLP, generally referred to as one of the "successful uhf operations," listed a 1955 net profit of $16,305.

WWLP included with its application a proposed agreement with Haigis Broadcasting Corp. (WHAI-AM-FM Greenfield) looking toward possible joint ownership of the Greenfield satellite operation.

Examiner Favors KQV For Pittsburgh Ch. 4

RECOMMENDATION that Pittsburgh's ch. 4 (Irwin, Pa.) be awarded to Television City Inc. (KQV Pittsburgh) was made last week in an FCC hearing examiner's initial decision, almost two years to the day after the FCC had set for hearing five competing applications for that channel. The hearing, which ran from May 1954 to March 1955 and covered 2,545 pages of testimony, involved—besides KQV—WCAE Pittsburgh, WLOA Braddock, Pa., Irwin Community Tv Co. (interests in WEDO McKeesport, Pa., and WEIR Weirton, W. Va.) and Wespen Tv Inc. (no broadcast interests).

Failure to meet the diversification of mass communication media criterion proved fatal to WCAE, a Hearst subsidiary. Examiner Elizabeth C. Smith, who conducted the 10-month hearing, found that although WCAE's Hearst tie-up accorded the station preferences in programming and past broadcast experience, KQV's media-diversification preference was "decisive under the facts in this case."

KQV was favored over all applicants in the area of civic participation, "particularly," the examiner declared, "because of the outstanding record of participation in civic and welfare projects by Mr. Wolf" (Irwin Wolf, vice president-director of Tv City, died of cancer April 18, four days before the initial decision was issued. Mr. Wolf, 61, was vice president-general manager of the Kaufmann Department Store in Pittsburgh and a nationally known merchandising authority).

KQV President Earl F. Reed is president-15% owner of Tv City and heads a group of beneficial stockholders which holds a total of 49.33%; Mr. Wolf, 19.67% owner, headed a similar group. Gunnar O. Wiig, KQV executive vice president, who holds the same position with Tv City, holds the remaining 1.33% of the latter's capital stock. Under a voting trust arrangement, Messrs. Reed and Wolf would vote all of the Tv City stock.

Early in the hearing negotiations were entered into, but failed, for a merger of KQV and WCAE principals. Subsequently a contract for the sale of KQV to Tele-Trip Policy Co. was cancelled [B•T, Jan. 24, 1955].

KEDD (TV) Dark Today

FACED with the loss of its NBC-TV affiliation ch. 16 KEDD (TV) Wichita-Hutchinson, Kan., last week informed the FCC that it is going off the air today (Monday), expiration date of its network contract. Tomorrow (Tuesday) ch. 3 KARD-TV becomes the Wichita-Hutchinson NBC-TV affiliate. KEDD's discontinuance (the station said it would retain its construction permit) leaves Wichita-Hutchinson an all-vhf market; ch. 3 KARD-TV (NBC); ch. 10 KAKE-TV (ABC), and ch. 12 KTVH (TV) (CBS). KEDD's demise brings to 63 the number of stations that have ceased operation (four were vhf). A total of 166 cp's have been deleted, 32 of which were vhf.

Fighting for Sales in BATON ROUGE?

Put "The Champ" to Work for You!

RATING CHAMPION

In the latest Telepulse, WAFB-TV has a leadership of nearly 5-to-1 in the Baton Rouge Area.

MERCHANDISING CHAMPION

WAFB-TV has a merchandising record second to none.

ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2

First place in Screen Gems, Inc. contest on program promotion.

ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV

CHANNEL 28
affiliated with WAFB, AM-FM
CBS—ABC—DUMONT 200,000 WATTS
Reps: Call Adam Young Nationally or Clarke Brown in South & Southwest

FCC Tells AT&T to Answer Accusation of Overcharging

THE FCC has told American Telephone & Telegraph Co. that it has until May 18 to satisfy or answer in writing a complaint against it filed by Community Television Systems of Wyoming. The community antenna group of Casper, Wyo., complained to the FCC that it had been overcharged by AT&T for lease of microwave facilities between Laramie and Casper. The community antenna group claimed it was paying network rates and receiving inferior service.

The antenna system, which brings Denver tv signals to Casper, asked the FCC to investigate the matter and to institute proceedings that would lead to lower rates. The FCC was asked to award damages to the antenna group for overcharges during the past year.

In its notice to AT&T, the FCC said that no reparations in satisfaction of the complaint should be made without first obtaining authority from the FCC.

RETMA Asks FTC Repeal Of Rule 9 on Tv Screens

SECOND request to the Federal Trade Commission that it repeal Rule 9 of its trade practice regulations covering the radio-tv industry has been made. Radio-Electronics-Television Manufacturing Assn., echoing the sentiments of Philco Corp. [B•T, April 9], urged that Rule 9 be repealed as an unrealistic measure that only confuses and bewilders the public.

Rule 9, designed as a curb to false advertising of tv set screen-size, specifies that tv sets be described by only three methods: horizontal measure; diagonal measure (if used, so specified), or in area by square inches.

RETMA told the FTC that the 46 million tv receivers sold before the adoption of Rule 9 (last December) were adequate proof of public acceptance of the previous standard used by manufacturers. While most of FTC's rules have a "stabilizing effect on the industry," RETMA said, "Rule 9 now threatens to endanger public confidence in the entire set of rules. . . ."

FCC Respite

AUGUST will be an "off-month" at the FCC. The Commission announced last week that there will be no hearings or oral arguments during the month of August. This follows a practice instituted last year and designed as a convenience to vacation-planning for FCC employes and people doing business with the Commission. There will be one *en banc* meeting on Aug. 1, after which regular weekly meetings will be discontinued until Sept. 5. A "duty" commissioner will be on hand to handle emergency matters and routine business.

Supreme Court to Review Union Sponsorship on Tv

THE U. S. Supreme Court has agreed to review the question of whether labor unions may sponsor television appearances by candidates for national political office.

In accepting a petition for review, the Supreme Court will judge whether a federal district judge was correct in dismissing an indictment against the United Automobile Workers (AFL-CIO) which charged it had violated the Federal Corrupt Practices Act by sponsoring on television Democratic candidates for the U. S. Senate and House in Detroit in the 1954 election campaign.

The auto workers union paid for television appearances by Sen. Pat McNamara (D-Mich.) and House candidates. Sen. McNamara defeated incumbent Sen. Homer Ferguson (R-Mich.).

The Federal Corrupt Practices Act prohibits labor organizations or corporations from contributing or making any expenditures for the election of federal officials.

Federal Judge Frank A. Picard earlier this year held that the tv sponsorship was not expenditure in the sense of the Corrupt Practices Act. He dismissed the case [B•T, Feb. 13]. He said that the union had been exercising the right of free speech.

USIA Voted $110 Million For '57 by House Committee

UNITED STATES Information Agency was given $110 million for 1957 fiscal year by House Appropriations Committee—$25 million less than President Eisenhower asked in his January budget message [B•T, Jan. 23]. This compares to 1956's $85.3 million.

The House committee specified, however, that none of the cut was to be taken from Voice of America activities. This amounted to $24.15 million (including additional $6.6 million for television) compared to $17.5 million in fiscal 1956 year.

In a cryptic note to this section, the committee "suggested" that USIA and other U. S. government personnel abroad "be apprised of the broadcast time of the Voice of America in the country in which they are serving so that they in turn can at least inform others when the programs may be heard." It is understood that one congressman abroad last year asked a USIA employe to tune in a VOA program and discovered that the employe was unfamiliar with the hours of transmissions.

Increased appropriation for tv will permit VOA to place more and better video programs on foreign television stations. VOA places American tv programs on 100 foreign tv stations in 29 countries.

When passed by the House, the appropriation will be scrutinized by the Senate Appropriations Committee.

Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest P & P office . . . or from WOC direct.
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

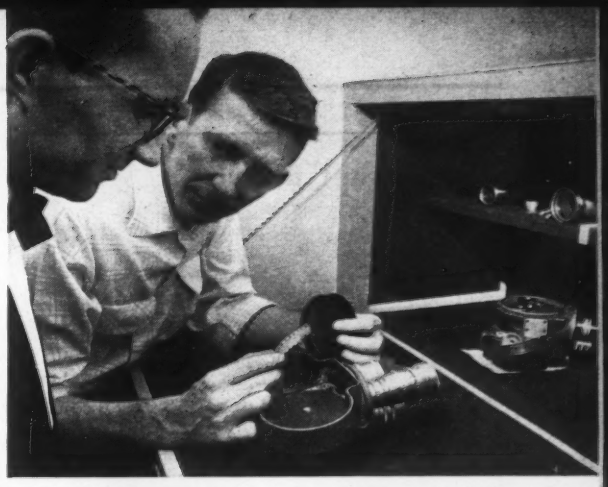
AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

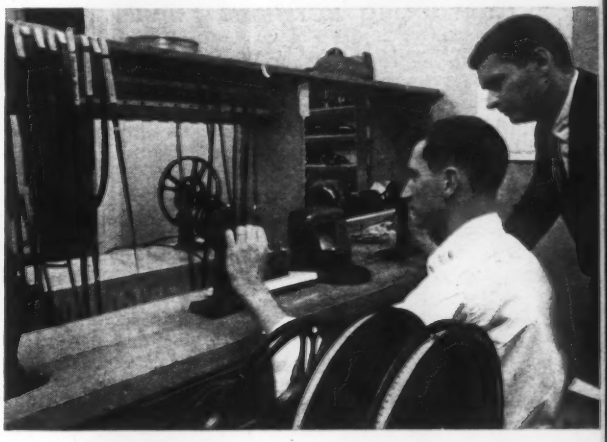
IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

At Churchill Downs, Eddie Yunt (left) and Cameraman Larry De Bear shoot races on Du Pont Type 930 Motion Picture Film. Viewing time is less than one hour later.



Du Pont Technical Representative Ray Stuart and Mr. Yunt discuss speed and fast processing features of Du Pont Rapid Reversal Motion Picture Film.



Norman Cutler of Du Pont watches as Cy Smith edits film clip to be used in a local telecast.

"Post time: 5 o'clock—Air time: 6 o'clock... easy with Du Pont 930 Rapid Reversal Film!"

—says Chief Photographer **EDDIE YUNT of WHAS-TV,** *Louisville, Kentucky*

"Tight schedules and unexpected situations are the rule in TV filming!" says Chief Photographer Eddie Yunt of WHAS-TV. "For example, we shoot the 5 o'clock feature race at Kentucky's famous Churchill Downs, and it's televised on a scheduled program one hour later. On one occasion the race was over just *34 minutes* before air time—still, Du Pont 930 came through with flying colors. That's when we *really* appreciate a fast processing motion-picture film!"

More and more TV stations depend on Du Pont Type 930 Rapid Reversal Motion Picture Film because it's easy to handle and gives crisp, well-defined images. Type 930 is a fine grain film designed for rapid reversal or negative processing. Its speed and wide latitude make this versatile stock popular for use in TV studios, sports and news work.

Mr. Yunt continues, "We film all types of local shows, civic and news events every day—often have many lighting and production problems to solve. Other films have been tested but only Du Pont Motion Picture Film gives us the speed and excellent image characteristics needed for really fine TV reproduction."

FOR MORE INFORMATION, write or call the nearest Du Pont District Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

DISTRICT OFFICES:

Atlanta 5, Ga.	805 Peachtree Building
Boston 10, Mass.	140 Federal Street
Chicago 18, Ill.	3289 N. California Avenue
Cleveland, 16 Ohio	20950 Center Ridge Rd.
Dallas 7, Texas	1628 Oak Lawn Avenue
Los Angeles 38, Calif.	7051 Santa Monica Boulevard
New York 11, N. Y.	248 West 18th Street
Philadelphia 2, Pa.	225 South 15th Street
Export	Nemours Bldg., Wilmington 98, Delaware

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

Half Ready

FACE-TO-FACE television debate between Democratic presidential aspirants Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.) appeared closer last week as Sen. Kefauver agreed to appear May 9 on CBS-owned KNXT (TV) Los Angeles and possibly all CBS-TV affiliates in California. Mr. Stevenson has not yet accepted. The debate time was offered by KNXT in connection with the California primary election June 5. [B•T, April 16]. Earlier it had been hoped that the entire CBS-TV network might carry the debate.

Conflicting Petitions Filed In Ft. Smith, Ark., Case

THE beclouded Ft. Smith, Ark., ch. 5 case became a little more obscure when the two principal interests filed conflicting petitions with the FCC.

American TV Co., ch. 5 KNAC-TV permittee, told the FCC that a contract to sell the construction permit to Southwestern Publishing Co. expired on April 1 and will not be renewed. ATC asked the Commission to grant the application to extend the cp so that the company can commence construction. Both applications —for assignment of license and for cp extension—were recommended for FCC approval in a hearing examiner's initial decision last October [B•T, Oct. 10].

Meanwhile, Southwestern (Donald W. Reynolds), noting that the assignment application became moot with the expiration of the sale contract, asked the Commission to vacate the initial decision and remand the case to the hearing examiner.

As things stand now, Southwestern suggested, there's no indication that American Tv Co. intends to construct the station or is financially able to do so. If the FCC concludes that the extension application should be denied, Southwestern said it would apply for the then vacant facility.

Comr. Webster, 53 Others Honored for FCC Service

COMR. E. M. WEBSTER led a list of 54 employes honored April 23 for 20 years' service with the FCC and its predecessor agency, the Federal Radio Commission. Among others receiving 20-year pins at the FCC's Fifth Annual Awards Program were Edward W. Allen Jr., chief engineer; Basil P. Cooper and Hugh B. Hutchison, hearing examiners; William Bauer, patent advisor to the Commission, and Robert D. J. Leaky, investigator, renewal and transfer division, Broadcast Bureau.

Among 26 employes honored for 10 years' FCC service were Theodore Mallyck, attorney, broadcast facilities division, Broadcast Bureau; Louis H. Rein, engineer, rules and standards division, Broadcast Bureau, and Erich Saxl, attorney, legislation, treaty and rules division, Office of General Counsel.

FCC Network Study Staff Meets With CBS, Uhf Groups

FCC's Network Study Staff has scheduled two meetings this week as a continuance of its policy of meeting with all elements of the industry.

On Wednesday, the group will meet with the CBS-TV Advisory Board and on Thursday with the Committee for Competitive Television, overall uhf organization.

On May 17, the network staff is planning to meet with a group of film syndicators, represented by Washington attorney Harry Plotkin of Arnold, Fortas & Porter law firm.

All three meetings will be in Washington.

Indications are still strong that the FCC's network staff will mail out its own questionnaire to network affiliates as well as independents [CLOSED CIRCUIT, April 23]. It is understood that the staff feels it requires a separate questionnaire (from that distributed by the Senate Commerce Committee [B•T, April 16]) because the answers must be analyzed differently and that certain areas of network affiliations not mentioned in the Senate questionnaire must be explored.

Sarnoff Gives President Report on Reserve Program

BRIG. Gen. David Sarnoff reported to President Eisenhower last week on progress of the National Security Training Commission, of which he is chairman. The commission sponsored National Reserve Week, observed last week.

In other Washington activities, the RCA board chairman suggested to a Senate-House Atomic Energy Subcommittee that the shortage of scientists and engineers "is a grave threat to our economy and our national safety." He urged building of atomic reactors on selected college campuses, a poll of high school seniors and college freshmen to find why so few enter scientific fields and government-industry cooperation to set up a teacher reserve from industry and the ranks of retired experts.

Another Setback for WWBZ

BARRING an appeal to the courts, WWBZ Vineland, N. J., has until June 25 to wind up its affairs and cease operation. The FCC last week turned down the station's plea for reconsideration and rehearing of last December's Commission action which revoked WWBZ's license for overemphasis of horse race programs [B•T, Dec. 5, 1955]. In affirming the revocation, the FCC gave WWBZ 60 days to cease operation. The revocation order supported an FCC hearing examiner's finding that WWBZ's racing programs were of help to, and used by illegal gambling interests [B•T, March 14, 1955].

Comr. Robert E. Lee, who dissented to the revocation order, also dissented to last week's action. He said that he was sticking to his original dissent, which challenged the FCC decision, and expressed the view that it would "not stand up in court."

Caguas Ch. 11 Grant Final

GRANT of ch. 11 Caguas, P. R., to American Colonial Broadcasting Corp. was issued by the FCC last week. The Commission made effective immediately an FCC hearing examiner's initial decision which recommended American for the grant [B•T, March 12]. A previous applicant, Supreme Broadcasting Co., was dismissed with prejudice by the FCC for failure to meet the deadline for notice of appearance at the hearing. The Commission action of last week denied Supreme pleadings for reconsideration and rehearing.

GOVERNMENT PEOPLE

Frankie Fox, secretary to assistant chief of hearing branch, FCC Broadcast Bureau, has transferred to office of FCC Comr. Richard A. Mack as secretary, succeeding **Naomi O'Leary,** resigned.

TV FILM COMPENSATION FOR PRODUCT REVIEWED

Film people contend they are not getting fair payment from community tv operators. Jerrold Electronics Corp. official Z. H. Garfield cites community antenna advantages to broadcasters.

THE QUESTION of an acceptable compensation to the tv film industry for its product used by community antenna system operators overrode other considerations discussed in a verbal slugging match at last Wednesday's luncheon meetng in New York of the National Television Film Council.

Billed as a frank discussion and debate of "industry problems arising from increased operation of community antenna systems from all angles," the meeting served to crystalize the viewpoints of film distributors and the operators of the systems.

Film spokesmen, both from the speakers' platform and from the audience, contended that the tv film industry was not receiving payment from community tv antenna operators. Z. H. Garfield, assistant to the president of Jerrold Electronics Corp., speaking on behalf of the community antenna systems, maintained that film people should ask additional payment from stations whose coverage areas are expanded through community antenna operations.

This suggestion was met with disfavor by the film spokesmen who countered the station more often than not was unconcerned with additional coverage thus acquired because local sponsors of their programs advertise on the stations usually to reach the area covered by the station itself. Most local advertisers, they said, will not pay additional sums to the station operator to reach outlying areas in which the product most likely fails to circulate. Thus, it was indicated, the local station operator is caught in a squeeze, with the film distributor failing to obtain payment for the community tv broadcasts.

Offers Plan

In cases where films are telecast closed-circuit and locally-originated by the antenna system, Mr. Garfield suggested payment of about $10 per film. This also was received with disfavor by film spokesmen who felt the payment should be much higher (one of the film executives suggested $25 per rental).

Mr. Garfield said community antenna systems offer advantages to broadcasters, such as extending coverage "at no cost to the tv station" and providing exact information on circulation gained from the additional coverage. He said his industry—like the tv industry in general—was young and growing. Mr. Garfield noted that there are some 400 community antenna systems in the U. S., with 88.5% of the systems located in towns for which there is either no tv allocation or only a uhf channel.

Another speaker, Arche A. Mayers, NTFC's vice president and now president of Standard Television, asserted the tv film industry was not receiving payment for as much as an estimated $10 million in rentals yearly because of community antenna systems failure to provide payment for use of the product. He charged that stations receive "exclusive licensing" of the film property and that the property is infringed upon by an outside party—the community antenna system. He said of the systems: because no FCC regulations govern the systems' conduct, "they go wherever they wish . . . invade other markets," even giving free coverage

to some sponsors when overlapping with another station's coverage area.

A third speaker, Theodore R. (Ted) Kupferman, attorney and vice president of Cinerama Productions Corp., reviewed legal aspects of community antenna systems.

$120,000 Profit Shown By Guild Films for 1955

GUILD FILMS Co., New York, showed a profit of approximately $120,000 for the fiscal year ended Nov. 30, 1955, it was reported last week by Reub Kaufman, president.

Mr. Kaufman outlined the company's financial position in a letter sent to stockholders pending completion of an annual report. He added that the unaudited report for the first quarter of the current fiscal year indicates Guild Films earned a profit of about $70,000 for the period and sales were about 73% higher than those for the same quarter a year ago.

MCA-TV Winners Announced

BEN SALBER Jr. of WTHI-TV Terre Haute, Ind., and Ray E. Morgan, WILK-TV Wilkes-Barre, Pa., last week were named as the top two winners in MCA-TV Film Syndication's "Grand Giveaway" during the NARTB Convention, receiving a $500 Duolite movie projector and a $500 Tappan Greenbrier gas range, respectively. Other winners included Dick St. John, Guild, Bascom & Bonfigli Inc., San Francisco; Albert H. O'Deal, KYW-TV Cleveland, and Charles Kielus, Wendland & Assoc., Los Angeles.

Weinrott Will Leave CBS May 14 to Join Kling Inc.

LESTER A. WEINROTT has resigned as executive producer at CBS Chicago (WBBM-AM-TV) to become executive vice president in charge of sales and programming at Kling Film Enterprises Inc., Chicago, effective May 14, it was announced last week.

MR. WEINROTT

Robert Eirinberg, Kling president, said Mr. Weinrott's appointment is the "first step" in a program to expand Kling's activity in production of film commercials and tv packages and to add other services. Harry W. Lange will continue as Kling executive vice president and general manager of all tv and film studio operation.

Clampett Starts New Firm To Produce Commercials

BOB CLAMPETT, producer of *Time for Beany* and other shows starring puppet and cartoon characters including "Cecil, the Seasick Sea Serpent," has announced his entry into the field of radio and tv commercials.

Following formation of his new producing and distributing organization, Clampet-toon Commercials Inc., Hollywood, Mr. Clampett revealed he has developed a new process of producing puppet commercials for tv in a fraction of the time required by the various animated cartoon drawing systems.

Mr. Clampett said he will utilize the new process in production of commercials for national advertisers, using a number of newly-created characters and voices in addition to those already developed.

Three of his key "Beany" staff, Don Messick, Walter Edmiston and Bill Oberlin, are associated with him as stockholders and vice presidents of the new firm. John R. Jacobs, Hollywood attorney, will serve as business manager. A nationwide sales organization is being set up under the head of Chris Haywood, distributor of tv films.

Orson Welles Opens Offices; To Start Tv Series May 15

ACTOR Orson Welles has opened offices at the Motion Picture Center, Hollywood, in anticipation of the start of filming May 15 of a new one-hour weekly tv series to be produced by a new firm which also will include Desi Arnaz and Lucille Ball.

Although details of the proposed new series were not disclosed, it was indicated Mr. Welles will star as well as produce and will narrate shows in which he does not appear. The new firm will be independent of Desilu Productions Inc. but will work with Desilu in filming.

The show will employ the Desilu technique of filming before a live audience and "will be theatre faithfully reproduced on film," Mr. Welles said.

Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

KNORR Broadcasting Corp. Affiliate

Trans-Lux to Distribute 700 Short Subjects for Tv

ENTRY of Trans-Lux Pictures Corp., New York, into the tv film distribution field has been announced by Richard Brandt, vice president, who said the company has obtained distribution rights to the entire Encyclopaedia Britannica library of 700 short subjects.

Mr. Brandt said these shorts will be offered to tv stations in packages of 26 and 39. Trans-Lux, he said, also plans to distribute full-length motion pictures and half-hour tv film programs.

Wins NTA Sweepstakes

MRS. FRANK SILVERNAIL, wife of the BBDO station relations manager, last week was named grand prize winner of a Bell & Howell movie camera in the National Telefilm Assoc. camera sweepstakes held during the NARTB convention in Chicago. Other winners, receiving Polaroid Land cameras: Ray Huffer, KTVH-TV Hutchinson, Kan.; Sherman Headley, WCCO-TV Minneapolis, and Robert R. Kenney, WMT-TV Cedar Rapids.

FILM PEOPLE

Daniel P. Geeding, works manager, Clopay Corp. (shades, drapes, plastic package film), Cincinnati, Ohio, to Cincinnati office of Lasky Film Productions Inc., Detroit, as vice president and account executive.

Karl Freund, cinematographer who developed lighting for three-camera technique used by Desilu for *I Love Lucy, Our Miss Brooks, December Bride,* and other series, resigned from Desilu to return to filming full-length feature movies and independent production.

Maryellen Anderson, former sales representative and promotion director, Atlas Television Corp., N. Y., to Walter Schwimmer Co., Chicago program and film syndicator, as eastern sales manager in New York.

Bill Fisher, Academy Film Productions, Chicago, creative writing staff, to Kling Film Productions, that city.

Norman Sickle, writer, appointed by Frank Sinatra, head of Carlton Productions Inc., L. A., to create and develop packages for possible tv series.

John Frankenheimer, director of CBS-TV's *Climax!,* to RKO Radio Pictures, Hollywood, on assignment as director of film version of Robert Dozier's "Strike a Blow," originally telecast on *Climax!* last year.

Robert Mulligan, who has been television director for various NBC-TV dramatic productions, signed by Paramount Pictures Corp., as director of "The Jim Piersall Story."

Arthur J. Miller, director of American Optical Co.'s motion picture printing department, and contributor to American's Todd-A-O film process, to Pathe Labs Div., Chesapeake Industries Inc., N. Y., as technical director in charge of development, techniques and processes.

Stephen P. Muffatti, animation director of Chad Inc., N. Y., appointed director of animation for television and industrial film division, Transfilm Inc., N. Y.

Edward Grossman, formerly comptroller of Guild Films Co., N. Y., named to similar post with Cinema-Vue Corp., N. Y.

CROWELL-COLLIER NEAR TOP OF NON-NETWORK GROUPS

Publishing company's purchase of Bitner interests in Midwest for $16 million-plus is second largest transaction in broadcasting history. Firm also buys KULA-AM-TV Honolulu.

IN a $16 million-plus purchase agreement, the Crowell-Collier Publishing Co. last week catapulted to a prominent position in broadcasting as owner of the third biggest independently-owned station group, superseded only by Storer Broadcasting Co. and Westinghouse Broadcasting Co. [CLOSED CIRCUIT, April 23].

The Crowell-Collier operation picked up four radio and three tv stations in the Midwest by its multi-million dollar agreement with the Bitner interests (Consolidated Television and Radio Broadcasters Inc., which owns WFBM-AM-TV Indianapolis, WOOD-AM-FM Grand Rapids, WTCN-AM-TV Minneapolis-St. Paul and WFDF Flint). The multi-station buy was announced Tuesday at a news conference in New York, one day after Crowell-Collier had disclosed a $1 million stock transaction that acquired KULA-AM-TV Honolulu.

The transaction constitutes the second largest in broadcast history, surpassed only by the sale of American Broadcasting Co. (with five radio and tv outlets in the first six markets) to United Paramount Theatres (now AB-PT) three years ago for $25.5. It is the biggest single sale of a non-network entity.

The Bitner properties, all represented by Katz Agency, with facilities and network affiliations are: WFBM 5 kw. 1260 kc, ABC-MBS, WFBM-TV (est. 1949) ch. 6, NBC, Indianapolis; WOOD 5 kw. 1300 kc., NBC, WOOD-TV (est. 1949) ch. 8, ABC-NBC, Grand Rapids Mich.; WTCN 5 kw-D, 1 kw-N, 1280 kc., ABC, WTCN-TV (est. 1953) ch. 11, ABC, Minneapolis—St. Paul; WFDF 1 kw. 910 kc. NBC, Flint.

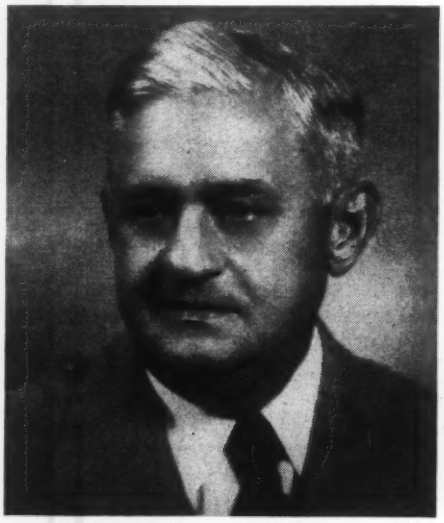
Actual papers for the Consolidated sale were signed Tuesday evening by Crowell-Collier executives, headed by the firm's president, Paul C. Smith, and by Harry M. Bitner Sr., board chairman, and Harry M. Bitner Jr., president, of Consolidated. The Bitner interests own about 52% of Consolidated with the remaining ownership publicly held.

The Crowell-Collier purchases, subject to customary FCC approval, would give the publishing company a total of five radio and four tv stations. At the news conference held at Crowell-Collier's offices, Mr. Smith said that the new giant in the broadcast field would seek the "limit" in station ownership. Mr. Smith noted, however, that currently Crowell-Collier is not negotiating for uhf properties.

MR. SMITH

Crowell-Collier, which publishes the *The American* magazine, *Collier's* and the *Woman's Home Companion* and operates a wholly-owned subsidary which publishes the "Collier's Encyclopedia" and other books, for some months has been diversifying its interests.

Mr. Smith told newsmen: "It is the intention of Crowell-Collier to expand into all of the fields of communications—radio, television, film, records, newspapers—as expeditiously as possible. Among others, we are currently examining the purchase of a profitable newspaper and an additional magazine property." Mr. Smith said only fields related to communications would be explored. He explained, for

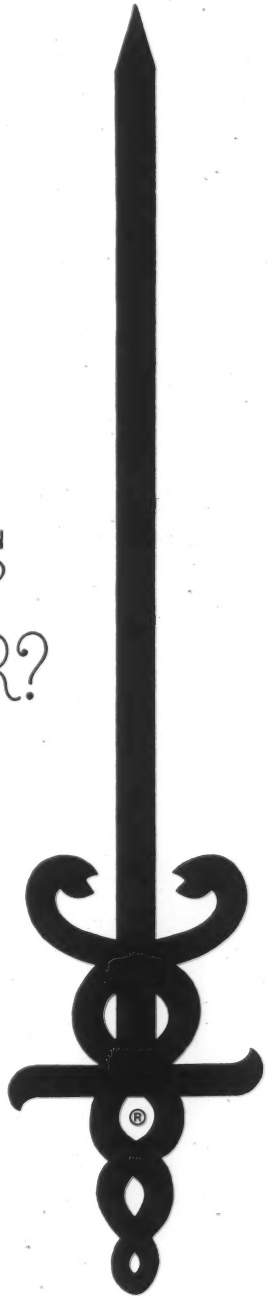


MR. BITNER SR.

MR. BITNER JR.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Can you answer these questions on CANCER?



Does CANCER give early warning signals?

Often it does . . . and much of the progress against cancer is due to the fact that more and more people are aware of signs that may indicate cancer . . . and report them to their doctors promptly. These symptoms, *in the great majority of cases*, indicate some condition other than cancer. For your protection, know cancer's warning signals listed below.

Why is early diagnosis so important?

Because it increases the chances of cure. At least 50 percent of all cancers develop in parts of the body which the doctor can easily examine. This is why periodic examinations should not be neglected, especially by women over age 35 and men over age 40. The American Cancer Society estimates that 80,000 lives now lost yearly could be saved through earlier diagnosis and maximum use of present knowledge.

Are we gaining in the fight on CANCER?

"There has been progress—fine progress—against cancer." This heartening statement has been made by the American Cancer Society. For one thing, cancer death rates for women between 25 and 75 years of age have declined more than 10 percent since 1944. This means that 10,000 more women are now saved annually than would have been saved in 1944.

Are there any new "sure cures" for CANCER?

Not by any means! The only treatments by which cancer can now be controlled or cured are surgery, X-ray and other forms of radiation. Other methods of treatment . . . especially those claimed to be "sure cures" . . . should be avoided. Fortunately, the three accepted ways of attacking cancer are undergoing steady improvement . . . and ever-widening research on cancer holds promise for tomorrow's progress against this disease.

Cancer's Seven Warning Signals

1. **Any sore that does not heal.**
2. **A lump or thickening in the breast or elsewhere.**
3. **Unusual bleeding or discharge.**
4. **Any change in a wart or mole.**
5. **Persistent indigestion or difficulty in swallowing.**
6. **Persistent hoarseness or cough.**
7. **Any change in normal bowel habits.**

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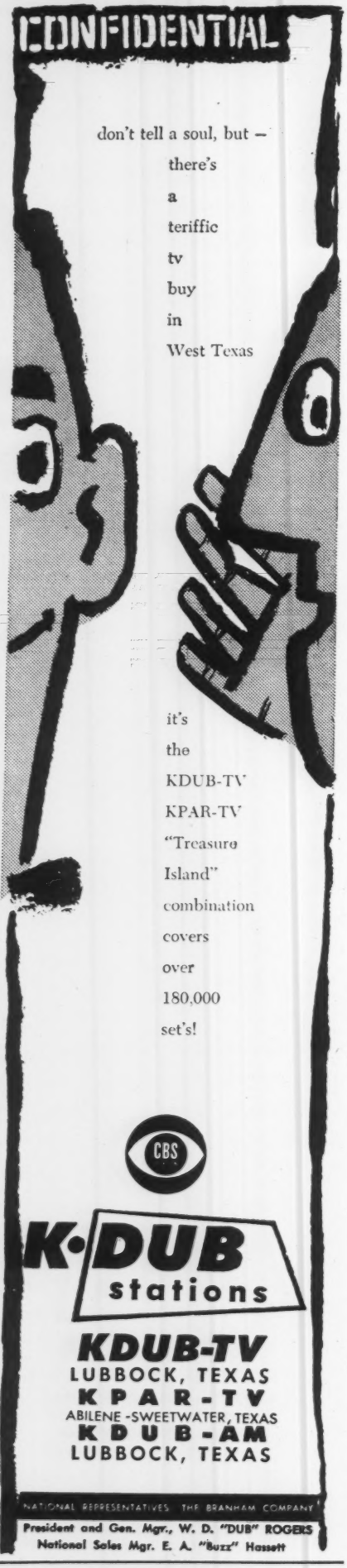


example, that Crowell-Collier possibly would consider as "opportunities" community antenna systems and paper manufacturing.

Earlier this year, Mr. Smith had announced the formation of a new recording, radio and television division which soon will be operating various record clubs. Crowell-Collier spokesmen indicated it was "too early" to discuss the relationship of the division with the station acquisitions.

Under terms of the Bitner agreement, Crowell-Collier is buying 607,200 shares of Consolidated stock—315,600 shares of common (voting) and 291,600 shares of Class B common (also voting)—at $20 per share, plus 5,060 shares of 5% preferred stock which will be redeemed on closing date at par ($100) or better but not less than $506,000. The 607,200 shares at $20 per share come to $12,140,000. (Consolidated stock was selling at about $20 at time of negotiations.)

In addition, C-C will assume obligations of Consolidated, which come to about $3.5 million.

Of the above stock, the Bitner family holds approximately 52%. The rest is divided among approximately 1,500 shareholders. However, approximately 80% of all Consolidated stock is in the hands of about 16 entities, including the Bitners and, according to FCC records, the New York underwriting firms of Reynolds Co. (around 60,000 shares) and Hornblower & Weeks (about 15,000 shares).

C-C has set up American Communication Enterprises Inc. as a wholly owned subsidiary which will have a paid-in capital of $1.5 million and which will own and operate all of the Bitner radio and television properties. A spokesman said ultimate disposition of the Honolulu stations within the Crowell-Collier operation has not been definitely set.

Stock Exchange

The Honolulu acquisition—all common stock acquired from Television Corp. of America, licensee, via an exchange of 20 Crowell-Collier shares for one of Television Corp.—is subject to approval by the board of directors of both firms.

In the Crowell-Collier-Consolidated arrangement, Harry M. Bitner Sr. will become a member of the board of the publishing company—his election to be approved by the board. Mr. Bitner Jr. will operate the subsidiary. His title was undecided as of last week.

Mr. Bitner Jr. and Mr. Smith both emphasized that no change in the stations' management or staff personnel is contemplated. Mr. Bitner Jr. also explained that at present there are no plans afoot to change network or other affiliations.

Officers of Consolidated include Harry M. Bitner Sr., chairman; Harry M. Bitner Jr., president; William F. Kiley, vice president; Frank O. Sharpe, vice president, and Melvin C. Green, secretary-treasurer.

Crowell-Collier's officers include Mr. Smith and 10 vice presidents, among whom are Vance Johnson, also general administrative officer, and William A. H. Birnie, under whom the recording-radio-tv division operates. E. J. McCaffrey is treasurer and Denis O'Sullivan secretary.

Of interest is the fact that Crowell-Collier for the first time in three years was able to show a profit last year. Net profit was $773,917, which was just a shade over the $701,940 net income reported by Consolidated and its subsidiaries for 1955.

The formal offer to the present Consolidated stockholders went out last week. It contained two plans. Stockholders are given the option of (1) taking $20 cash per share for their stock, payable at the closing date, or (2) taking $5 per share and/or share of Crowell-Collier stock, plus promissory notes of the new subsidiary corporation at the rate of $15 per share.

As part of the second plan, the exchange of stock phase would give Consolidated stockholders two shares of Crowell-Collier stock for every share of Consolidated stock they own, but it is provided that the total number of Crowell-Collier shares to be offered on this basis shall not exceed 200,000. There currently are about 1.5 million shares of C-C outstanding.

The promissory notes to be given as part of the second plan would bear 5% interest and would be payable over a period of eight years with the first payment due one year after the closing date and succeeding payments on the anniversary date thereafter.

Stockholders may send their acceptances of the offer to Chemical Corn Exchange National Bank, 30 Broad Street, New York. They must be received by midnight Friday, May 25.

Closing date is to be "as soon as practicable" after FCC approval of the sale.

C-C stock rose markedly as word of the Bitner negotiations got around. It was selling at about $7.25 on April 20, reached 9⅞ on the day the sale was announced (Tuesday), and closed at 8¾ on Thursday. High for the year for Crowell-Collier stock on the American Stock Exchange was 9⅞ and low was 6¾.

C-C spokesmen said financing presents no problem—that the money comes from C-C's own resources and from available loans.

Albert Zugsmith Co., Hollywood, acted as broker in the negotiations, with Mr. Zugsmith, chairman of the firm, and Arthur B. Hogan, president, in charge.

Paul A. O'Bryan, of the Washington law firm of Dow, Lohnes, & Albertson, handled the negotiations for Crowell-Collier throughout and will continue to represent the publishing firm. William C. Koplovitz, of the Washington law firm of Dempsey & Koplovitz, represented Consolidated.

Sale of KULA-AM-TV to Crowell-Collier was negotiated by Mr. Hogan on behalf of himself, Richard Simonton, Jack Burnett and Albert Zugsmith, all principals. Mr. Simonton is president of Television Corp. of America and also president of the Pacific Network. Mr. Burnett is executive vice president and general manager of the two stations, and, according to Mr. Smith, will continue in his present capacity. As with the Bitner group, Mr. Smith said that no changes in management or policies are contemplated for the Honolulu stations.

The $3.5 million in Consolidated obligations being taken over by Crowell-Collier includes approximately $2.7 million owed to Mellon Bank in Pittsburgh and several promissory notes.

Council Lets Radio In

IN COVINGTON, Va., the city council for the first time has permitted radio coverage of its proceedings. Earl M. Key, owner of WKEY Covington, said the station plans to cover all regular council meetings either live or tape. Tv stations are included in the council's new policy.

COMMERCIAL OPERATION STARTED BY WSPA-TV

Spartanburg, S. C., outlet goes on air two-and-a-half years after getting ch. 7 grant from FCC. WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., expected to go dark.

WSPA-TV Spartanburg, S. C., was scheduled to begin commercial operation yesterday (Sunday)—two-and-a-half years after it received its ch. 7 grant from the FCC and two years after it first asked for permission to move its transmitter site from Hogback Mt. to Paris Mt. WSPA-TV is affiliated with CBS-TV.

Simultaneously with the commencement of WSPA-TV, ch. 23 WGVL (TV) Greenville, S. C., was due to go dark. It so advised the FCC April 26. Ch. 40 WAIM-TV Anderson, S. C. told the appellate court three weeks ago that it too would suspend when WSPA-TV began operation. Both intend to retain their permits, it was understood. The two uhf stations since April 1954 have fought the WSPA-TV move to Paris Mt.

MR. BROWN

Both uhf stations, affiliated with CBS-TV have opposed the Spartanburg station's transmitter site move before the FCC and in the courts. At one point they secured a stay order from the federal appeals court after it had ordered the FCC to grant them a full-edged protest hearing. That stay lasted until last month when the FCC issued its final decision upholding its two-year-old grant for the ch. 7 outlet to move its transmitter site.

Two weeks ago, the uhf protestants gained a week's "interim" stay from the same court pending a hearing on their motion for reconsideration. This came three days after the court had turned down a similar request. Argument on this motion took place last Tuesday and the court issued a denial the next day.

Still to be argued before the appeals court are the merits in the uhf stations' appeal against the FCC's approval for WSPA-TV to move its transmitter location. This may be held in June, it is understood.

Last Thursday, the FCC granted WSPA-TV's request for special temporary authority to begin commercial operation. At the same time it denied objections to this grant made by the two uhf stations.

The WSPA-TV test pattern has been on the air for two weeks. On Friday, the ch. 7, CBS outlet picked up several hours of the national women's golf tournament at Spartanburg. Plans for the Sunday inaugural included appearances by state and local civic and government leaders, high school bands and glee clubs, a remote from the finals of the golf tourney. It was planned to hook into the CBS network that evening.

Mr. Brown announced the following appointments: D. S. Burnside, secretary-treasurer; Duncan Peckham, director of engineering; Charles Bell national sales manager; Robert Walton, local and regional sales manager; James Hobbs, program director, who moves from WSPA; Peter Swanson, production director, and William Adams, promotional director.

Mr. Brown said that the change will not affect Roger Shaffer and Ross Holmes, who will remain in their respective positions as manager and sales manager of WSPA.

Broadcast Gear Didn't Work, Two Stations Claim in Suits

TWO SETS of litigation involving performance of tv transmitters are before the courts in North and South Carolina.

WLOS-TV Asheville, N. C., has filed suit to recover $343,482 from Graybar Electric Co. for alleged breaches of warranty. The suit was filed in Buncombe County Superior Court. The station asks cancellation of a sales contract for installation of transmitter and studio equipment at ch. 13, WLOS-TV, and damages of around $500,000 in case the contract is not rescinded.

The station charges that equipment costing over $300,000 failed to work properly and in line with FCC regulations, resulting in replacement of faulty equipment and cancellation of advertising contracts.

WLOS-TV has installed an RCA transmitter to replace the one mentioned in the suit.

WAIM-TV Anderson, S. C., has been sued in U. S. District Court by Federal Telecommunications to recover about $70,000 in connection with a 12½ kw amplifier. The suit contended WAIM-TV had not met payments. In a counter suit, ch. 40 WAIM-TV asked $1,014,000 damages from Federal and cancellation of the contract. The station claims the transmitter would not deliver a color signal after the station had advertised that it would broadcast network color service. The station said filters were not delivered and contended the color modulator is inoperable.

It was further claimed in the counter suit that costly transmitter tubes had failed to perform as originally promised, with many lasting only 200-800 hours.

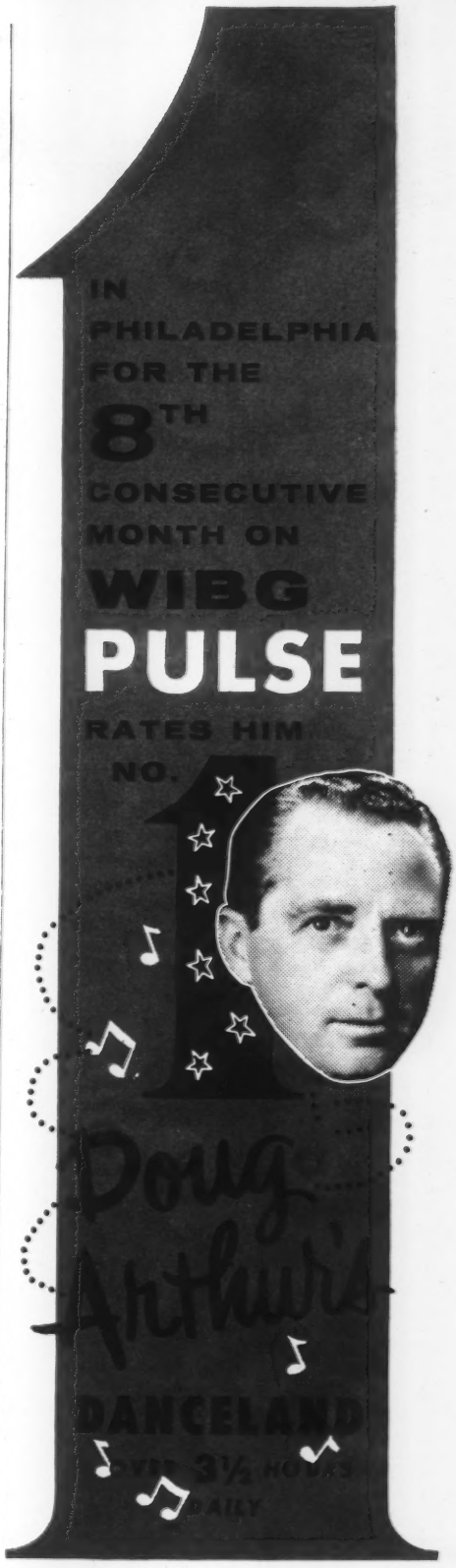
Petry Study Stresses Value Of Summer Tv Sponsorship

IMPORTANCE and the value of summertime tv sponsorship are detailed in a study prepared by the television division of Edward Petry & Co., station representatives, and released last week to advertisers and agencies.

Titled "Summertime—When the Selling is Easy," the study claims that more regular tv advertisers are staying with their tv purchases on a 52-week basis in order to assure protection for their franchise time periods and spot announcements and to "cash in on the benefits of this undiminished year round selling power." It makes the point that advertisers new to television are "taking advantage of the limited number of top quality availabilities surrendered by season brands and are on their way to building strong line-ups in this most effective of all media."

The study refers to U. S. Dept. of Commerce statistics to bolster its contention that the second quarter of the year (summer) can become "the second best selling time of the year by effective use of the most powerful medium." It reports that in 1955 all retail sales were highest in the fourth quarter, followed by the second quarter.

During the summer, the average television set is in use for about four hours a day, the report says, citing A. C. Nielsen surveys made in the summer of 1955. It adds that this summer, the political conventions will induce "millions of Americans to stay closer to their tv sets."



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Nat'l Representatives — Radio Representatives, Inc.

DEDICATION of the new WJW-AM-TV quarters in Cleveland April 15 featured a parade down Euclid Ave. Six military bands paraded while Air Force planes flew over the parade route. On the reviewing stand were (l to r) Cleveland Mayor Anthony Celebrezze; George B. Storer, president of Storer Broadcasting Co.; Ohio Gov. Frank J. Lausche; Ben Wickham, WJW-TV managing director, and Jack Kelly, WJW managing director.

WISN-AM-TV Sets Plans For $1.25 Million Studios

WISN-AM-TV Milwaukee, Wis., has announced plans for the construction of a combined radio-tv facility to cost about $1.25 million. Ground for the 50,000 sq. ft. structure is to be broken shortly.

The two-story brick, metal and glass building is to be erected at the present site of the WISN-TV studios, John B. Soell, WISN-TV director, and Harry Goodwin, radio director, have reported. It will house two radio studios, two tv studios and radio-tv offices and be equipped for color. Raymond J. Bowers of Princeton, N. J., is the architect.

WHEN-TV Realigns Personnel

PROGRAMMING personnel realignment to place "even greater emphasis on public service" was reported last week by WHEN-TV Syracuse, N. Y. Ed Herr, former radio-tv director of the Spitz Advertising Agency, Syracuse, was named manager of commercial services and Jean Daugherty, assistant program director, has assumed the additional post of manager of sustaining services. Ray Owens, news director of WFBL Syracuse since 1946, was appointed news editor of WHEN-TV, while Kay Larson, director of women's programs, has expanded her responsibilities as women's services director for WHEN-AM-TV.

J. Buryl Lottridge Dies

J. BURYL LOTTRIDGE, 55, former manager of WOC Davenport, Iowa, died in his Arcadia, Calif., home April 22 of a heart condition. At the time of his death, Mr. Lottridge was with Consolidated Engineering Corp., Pasadena, Calif., manufacturer of electronic precision equipment.

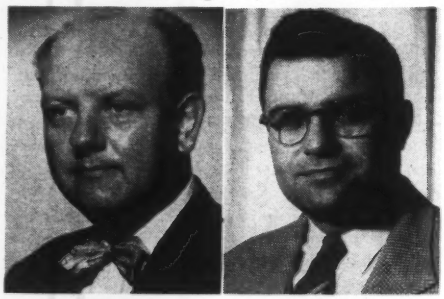
MR. LOTTRIDGE

Before his WOC association, Mr. Lottridge was sales manager of radio stations in Oklahoma City, Tulsa and Des Moines, Iowa. He is survived by his wife and one daughter.

Ellerman, Sebastian Promoted by WWTV (TV)

APPOINTMENT of Gene Ellerman as general manager of WWTV (TV) Cadillac, Mich., was announced last week by John J. Smith, president of the Sparton Broadcasting Co., which operates the ch. 13 outlet. Mr. Smith also announced the appointment of Daryl Sebastian as assistant manager in charge of operations.

Mr. Ellerman has been sales manager of WWTV for the past year and prior to that was with WSGW Saginaw, Mich., WJLB Detroit and WBBC Flint, all Booth stations. Mr. Sebastian has been with WWTV since January 1954, serving as news editor, promotion director and operations manager.



MR. ELLERMAN MR. SEBASTIAN

Storer Quarterly Earnings Show Increase Over 1955

STORER Broadcasting Co. net earnings for the first quarter of 1956 amounted to $1,450,242, an increase of $638,253 over the $811,989 in net earnings for the same period last year.

An announcement last week by Storer also reported March earnings at an all-time monthly high of $516,416. March earnings last year were $375,368.

Earnings per share amounted to 58.6 cents as compared to 31.7 cents last year. Per share earnings are based upon the combined total number of common and class "B" common shares outstanding at the end of the period.

Storer stations are WSPD-AM-FM-TV Toledo, Ohio; WJBK-AM-FM-TV Detroit; WAGA-AM-FM-TV Atlanta; WBRC-AM-FM-TV Birmingham; KPTV (TV) Portland, Ore.; WXEL-TV and WJW-AM-FM, all in Cleveland; WGBS-AM-FM-TV Miami, and WWVA-AM-FM Wheeling, W. Va.

Net Sales of $21 Million Reported by Plough Inc.

NET SALES of $21,003,924 and profits of $727,109 for 1955 have been announced by Plough Inc., Memphis, Tenn., pharmaceutical house, owner of WJJD Chicago and WMPS Memphis and purchaser of WCAO Baltimore and WCOP Boston.

Stockholders also voted a merger with Musterole Co. (Musterole) and E. W. Rose Co. (Zemo), and two-for-one split of common stock. Upon completion of the merger, there will be 556,228 common shares of Plough Inc. stock outstanding. Stockholders of record April 30 will receive an additional common share for each share owned, bringing the total outstanding common to 1,112,456. The merger will add $2 million in gross sales, stockholders were informed. Plough now makes St. Joseph aspirin, Mexsana medicated powder and other drug products.

The company is paying $550,000-$600,000 for CBS-affiliated WCAO and about $450,000 for WCOP. Both purchases are subject to FCC approval. Plough Inc. has also been reported interested in buying WQAM Miami.

The management structure of Plough Broadcasting Co., wholly owned subsidiary, was reorganized. Abe Plough, parent company president, was elected chairman of the executive committee; Harold Krelstein, president; Fred Harm, vice president and general manager, WJJD; Charles I. DeVois, vice president and manager, WMPS. Harry B. Solmson, executive vice president of parent company, was re-elected to same position in the broadcasting subsidiary. Macon Smith was elected secretary-treasurer, and Bruce Cox, assistant secretary-treasurer.

KDKA Move to New Quarters Becomes Effective Today

"EVERYTHING Is Moving at KDKA" is the station's slogan for the promotion of its move from the Grant Building, Pittsburgh, to the Gateway Center there, where it joins KDKA-TV which has been at the Gateway since October 1954. The move is effective today (Monday) and is the first change in quarters in 21 years for the 35-year-old station.

On-the-air jingles, a 21-year-old car carrying signs and airing jingles via loudspeaker, trucks with banners, an antique-auto caravan of KDKA personalities, a give-away of 10,000 balloons, special newspaper advertising and mailing pieces all emphasize the moving theme.

WKBT (TV) Issues New Rates

A NEW RATE CARD reflecting an across-the-board increase of 20% in all time categories will be in effect beginning June 1 at WKBT (TV) La Cross, Wis.

One hour, one time in Class AA is $360; in Class A, $300; in Class B, $225, and in Class C, $150.

Advertisers whose schedules are running on WKBT as of May 31 will receive the "usual six month protection," according to Robert Z. Morrison Jr., sales manager.

Tinsley, Forjoe Continue

WITH Baltimore, WXEX-TV Petersburg, Va., and WLEE Richmond, Va., all Tinsley Stations, will continue to be represented by Forjoe & Co. in San Francisco, Seattle, Chicago, Dallas, and Atlanta.

The three stations are being represented by the newly-formed Select Station Representatives [B•T, April 16] in New York, Philadelphia, Baltimore and Washington, D. C.

WSUN-AM-TV Appoints Shawn General Manager

FRED SHAWN, executive assistant to the president and managing director of WAPI and WABT (TV) Birmingham, Ala., has been appointed general manager of WSUN-AM-TV St. Petersburg, Fla., effective May 14.

MR. SHAWN

Mr. Shawn was formerly in programming, production and station relations at NBC New York and before that was program director of WRC, NBC's owned and operated station in Washington. He succeeds Charles Kelley, who becomes operations manager of the new ch. 7 WCKT (TV) Miami, slated to begin operation in June.

June 9 Target Date Set By WDAM-TV Hattiesburg

A JUNE 9 target date is the goal of ch. 9 WDAM-TV Hattiesburg, Miss., according to General Manager Marvin Reuben. The station will operate with 57.5 kw as a primary NBC affiliate and also plans to use ABC programs on a contractual agreement.

WDAM-TV has its own microwave system and will pick up network programs from the signal of WDSU-TV New Orleans.

Arthur C. Anderson Dies

ARTHUR C. ANDERSON, 54, pioneer Arizona radio engineer and announcer, died April 25 of a heart attack in his Phoenix home. Mr. Anderson was vice president and technical director of KTAR Phoenix and KVAR (TV) Mesa, Ariz. In 1922, he built the first commercially licensed radio station in Arizona, KFAD, now KTAR. He is survived by his wife and a 6-year-old son.

'Post' Stations Name Dean

APPOINTMENT of Phil Dean Assoc., New York, as national publicity representative of the *Washington Post* stations was announced last week by John S. Hayes, vice president in charge of radio-tv. The publicity company will function on behalf of WTOP-AM-TV Washington and WMBR-AM-TV Jacksonville, Fla. The firm also has been retained by WINS New York, WTRI-TV Albany, N. Y., WWLP-TV Springfield, Mass., and WVEC-TV Hampton, Va.

WRC-TV Changes Rates

WRC-TV Washington will institute new rates for certain announcements and participating periods, starting tomorrow (Tuesday). In Class AA time, 20-second announcements have been raised from $350 net to $425 and 10-second announcements from $165 net to $200. A new rate of $80 for a one-minute participation has been set for *Armchair Theatre, Encore Theatre, Trading Post,* and *Cartoon Circus,* from the previous $65 for each of the participations on the programs.

Radio Denver Takes Over As New Owner of KTLN

RADIO DENVER Inc. has taken over as new owner of KTLN Denver, with Richard Wheeler as president and general manager.

MR. WHEELER

Transfer of control of the station by Leonard Coe to the new corporation was approved by the FCC earlier this month [B•T, April 16].

Other officers of Radio Denver include Mr. Wheeler's brother John L. Wheeler, vice president-secretary; his father, Burton K. Wheeler, former U. S. senator, as assistant secretary; Robert L. Howsam, president-general manager of the Denver Bears baseball team, and Colorado Gov. Edwin C. Johnson.

Richard Wheeler began his broadcasting career with the Z Bar Network. After serving in the Naval Reserve during World War II, he joined KXLY Spokane as assistant manager. He later was general sales manager at WTOP-AM-TV Washington and general manager of WTRI (TV) Albany.

KTLN was founded by Alf Landon in 1948 and purchased by Mr. Coe in 1949. It is an independent, 24-hour operation on 1280 kc with 5 kw.

Mahoney New WIBG Manager

JOHN R. MAHONEY has been appointed general manager of WIBG Philadelphia, it was announced last week by Paul F. Harron, president of WIBG and WPFH-TV Wilmington, Del.

MR. MAHONEY

Mr. Mahoney, who formerly served as WIBG sales manager, succeeds Edward D. Clery, who has retired after 25 years as the station's general manager [B•T, April 16].

WKNB-AM-TV Names Scott

PROMOTION of David Scott to the newly-created post of assistant manager of WKNB - AM - TV New Britain, Conn., was announced last week by Peter B. Kenney, executive vice president and general manager. Mr. Scott will continue as national sales manager of WKNB while handling his new duties.

MR. SCOTT

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sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary

REPRESENTATIVE APPOINTMENTS

WMC and **WMTV (TV) Memphis, Tenn.,** appoint John Blair & Co., and Blair-TV, N. Y., national representatives, effective May 1.

REPRESENTATIVE PEOPLE

William L. Lauer, account executive, WGAR Cleveland, to radio sales staff, The Katz Agency Inc., Detroit office.

STATION PEOPLE

Donald D. Wear, program director, WTPA (TV) Harrisburg, Pa., named general manager, succeeding David J. Bennett, resigned.

MR. WEAR

Charles Crockett, director of radio and television, Vance Fawcett Assoc., Honolulu, appointed local sales manager, Hawaiian Broadcasting System Ltd., Honolulu (KGMB-AM-TV Honolulu, KHBC Hilo). **Marion Henning,** Hawaiian Sugar Planters Assn., S. F., to KGMB-TV copy department.

Russel L. Furse, executive director of operations, KEY-TV Santa Barbara, Calif., to KSBW-TV Salinas-Monterey, Calif., as consultant and assistant to president. **Bill Rainbolt,** director-engineer, KSBW-TV, resigned to join NBC Los Angeles, as engineer.

William L. Callaway, formerly cost and budget accountant, WRC-AM-FM-TV Washington, D. C., appointed business manager, WBUF-TV Buffalo, N. Y. **Robert McAuliffe,** sales representative, WGR-TV Buffalo, N. Y., to WBUF-TV in same capacity.

Donald MacDonald, vice president and controller, WGAC Augusta, Ga., named business manager of WJBF-TV Augusta.

T. G. Callahan, M. J. Minor and **F. F. Bateman** of WBT, WBTV (TV) Charlotte, N. C., engineering staff promoted to engineering administration and planning manager, transmitter and field engineering manager and technical operations manager, respectively.

Jim Curran to sales staff, WITH Baltimore, replacing **Tom Kelly,** to manager, KTIX Seattle.

PAPERS AREN'T EVEN PERMANENT—TvB

Television organization uses results of Chicago study to attack oft-cited 'permanency' advantage claimed by printed medium.

THE SO-CALLED advantage of "permanency" which newspapers claim for themselves was attacked last week by Television Bureau of Advertising, which used the findings of its Chicago newspaper study [B•T, April 23] as its weapon.

Releasing additional details of the survey which was first unveiled at the NARTB convention a week earlier, TvB's President Oliver Treyz and research director Leon Arons made clear that the "permanency" of paper was not found to work to any great advertising advantage of print media. Said Dr. Arons in a summary of the study and some of its implications:

"Print's assumed advantage because of its relative permanency (an issue can be seen again) is not substantiated by the results. Readers tend to refer to the same newspaper issue only once. Of all references made during the week [of the survey] to individual newspaper issues, over an 18-hour period, 86% were one-time-only references.

"Consequently, if a reader misses an article or advertisement when he reads his newspaper, the chances are against his catching up with the missed item or ad unless he sees it elsewhere."

The findings also pointed up what television proponents call "the old-age bias of newspapers"—that is, that newspapers get more attention from the older age groups than from the younger, which are responsible for more buying of advertised products. The TvB study found that television gets more attention from the younger than the older, although it outdraws newspapers in both classes. This table was cited prepared from the Chicago study:

Age Group	Minutes Viewing Tv	Minutes Reading Newspapers
35-49	189	57
50 and over	146	73

(Figures are per viewer or reader per day.)

Dr. Arons pointed out that the results of the Chicago study "are preliminary since the analysis is still underway" but that "the data already available are of interest for the information they provide on the media individually as well as for the comparisons between the media."

Reviewing some of the highlight findings revealed at the NARTB convention as well as some since turned up, he said:

"Some of the more interesting of these results [to date] are that newspapers are read by just under 10% of all metropolitan Chicago families during the average one-quarter hour between 7 a.m. and 12 midnight on weekdays. The comparable figure for television is 31% of all metropolitan Chicago families.

"The hour-by-hour pattern of exposure to television has long been known. TvB's results also show the hour-by-hour level of exposure to newspapers and the number of homes and people involved. Throughout, levels of exposure to television—in terms of both number of homes and people, and the amount of time devoted—is many times higher for television than for newspapers at practically all times. Newspapers' greatest strength relative to television is on Sunday morning before 11 o'clock, practically the only time that the number of persons exposed is higher for newspapers than for television. Even here the number of people involved reading newspapers on an average one-quarter-hour basis is only one-half million at the peak.

"Another typical result is that on Sundays the number of total people hours of exposure to television per home is almost 11 hours.

"For newspapers, the comparable figure is a little over two hours. People hours refers to the summing of all the time spent by persons in the families."

The Chicago study was conducted by Pulse Inc. for TvB, which wanted to make a "valid" comparison of the amounts of time people spend with tv and newspapers. Out-of-home newspaper reading was included. The survey employed an association-recall technique, Dr. Arons reported, with interviews conducted in more than 7,700 homes selected by a probability sampling of cluster design. Up to two return visits were made to the homes if no one was present or if the person to be interviewed was absent on the first call.

ANPA, GOVT. END ANTITRUST SUIT

Newspaper association and Dept. of Justice sign consent decree ending litigation instituted last year.

AMERICAN NEWSPAPER Publishers Assn. and the Dept. of Justice signed a consent decree last week, thus bringing to a close the antitrust suit instituted by the government May 12, 1955.

The judgment, entered in New York's federal court Thursday, binds the newspaper owners' organization not to follow any course which could be construed to establish a standard agency commission, recognition system, prohibition of rebates, refusal to extend credit to agencies, standardizing rates to be charged advertisers not using agencies or requiring any media to adhere to published rates.

The terms, similar in essence to those agreed to by the Assn. of American Advertising Agencies last February [B•T, Feb. 6], do not bind individual newspapers. They apply only to the ANPA. ANPA is permitted to furnish members with credit ratings on advertising agencies.

Suits against other defendants in the government's attack on the 15% agency commission and the agency recognition system, as allegedly

WCKY'S LARGE AUDIENCE AND LOW RATES GIVE YOU THE LOWEST COST PER THOUSAND IN CINCINNATI

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FOLLOW THE PROVEN FORMULA FOR LOW COST SALES IN CINCINNATI

incorporated in the AAAA and ANPA membership requirements, are expected to be settled in the same manner shortly. Other defendants are Associated Business Publications Inc., Periodical Publishers Assn. of America, both New York, and Agricultural Publishers Assn., Chicago, Ill. The Publishers Assn. of New York City has already stipulated that it will accept, with such modifications as may be required, any judgment entered into by ANPA.

Speaking of the settlement, Cranston Williams, general manager of the ANPA, said:

"The decree entered by Judge John M. Cashin today represents a settlement of a controversy that might have dragged through the courts for years. It confirms to the government that the ANPA will not engage in any practices in respect of advertising that, if engaged in, clearly would be in violation of the law as now construed. We do not think we have engaged in any such practices, we have no intention of doing so and so stated to the court in our answer. . . .

"The ANPA has never required its members to follow any course of conduct. It has never had any power to do so. No changes are required to be made in its charter or by-laws by reason of any provision in the decree.

"We can now proceed with the conduct of our business free from the harassment of this litigation."

Attacks on Advertising To Increase—Taishoff

WARNING of increased legislative attacks on all phases of advertising was given the Poor Richard Club of Philadelphia last Tuesday by Sol Taishoff, editor-publisher of B•T. He said that current pressure by prohibitionist groups for outlawing beer and wine advertising on radio-tv was only the first of many such campaigns to come if the drys are successful.

"Television is regarded by politicians as the most effective vehicle for political propaganda," Mr. Taishoff said. "It is big and glamorous [and] whenever anything gets big, it gets shot at."

Pointing out that people spend more time with tv than in any other leisure pursuit except sleeping, he said that medium is now getting the brickbats formerly directed at radio, newspapers, movies and other media prominent in the public eye.

Taking a "not too fanciful" look ahead, Mr. Taishoff said that "if the temperance people are successful, what next? Is cigarette advertising iniquitous? Should smoking be banned by federal law? Is coffee a stimulant? Or tea? Should cider advertising be outlawed because the teen-agers can buy the stuff and let it harden behind the barn?"

Another campaign gaining impetus in Washington is one to require that food, drug and cosmetic goods be sold by government grades and not by brand name, the B•T publisher stated. He said such campaigns bear no political label *per se* but constitute an occupational disease among bureaucrats and so-called intellectuals who believe all advertising is wasteful and that the masses should be protected against "the vicious practice of buying by brand name."

Response to '56 Radio Week Sets Record, Says Meagher

RESPONSE of stations, networks, advertisers, manufacturers, dealers and other groups cooperating in National Radio Week (May 13-19) far surpasses that of any past observance of the week, according to John F. Meagher, NARTB radio vice president. Special material was sent last week to every radio station in the country.

Previous station mailings included a promotion kit containing spot announcements, program suggestions, promotion ideas, sample proclamation and excerpts of letters from national organizations pledging support to the celebration. Among groups joining the movement last week were American Legion, Veterans of Foreign Wars, Loyal Order of Moose, National Council of Catholic Women, Assn. of American Railroads and Retail Merchants Assn. of Detroit.

In a letter to Mr. Meagher, J. Addington Wagner, national commander of the American Legion, voiced that organization's desire to provide national and community support. The Legion acknowledges its heavy obligation to the radio industry, he said, and is anxious to express appreciation. Suggestions were made to local posts for specific activities and promotions.

National co-sponsors of the week are National Appliance & Radio-Tv Dealers Assn., Radio Advertising Bureau and Radio-Electronics-Tv Mfrs. Assn.

RAB BEGINS RESEARCH ON VARIOUS PRODUCTS

A SERIES of basic research projects on various product categories has been launched by Radio Advertising Bureau as a supplement to its major program of radio advertising research, President Kevin B. Sweeney announced last week.

He said two extensive pilot studies—one on the wrist watch business, the other on automobile recognition—are now underway under the director of the RAB Research Dept. and Vice President Sherril Taylor, who heads RAB's promotion and research activities.

The wrist-watch study, made in Baltimore, takes the consumer's point of view and is designed to find out where and how people acquired wrist watches as well as their attitudes toward brands. The other study elicits information on the ability of prospective car buyers to recognize automobiles.

Before the year is out, Mr. Sweeney said, RAB hopes to conduct at least 20 such studies.

"We can't sell national advertisers effective radio advertising unless we know as much as they do and possibly more about who buys the product, how old they are, where they live, what they earn, etc.," Mr. Sweeney said. "RAB intends to provide this type of material to its members and prospects on a regular basis with the goal of directing advertising to the right markets."

He said that for many products there are no generally available studies to answer "who buys" questions:

"Often there is only a suspicion, or folklore, or a hunch. And where there is specific information, individual advertisers usually keep it hugged so tightly to their bosoms that sometimes media can't help them reach the right audience. We're hopeful that our report will define the market areas for everyone in much the way the published staff presentations by BBDO have thrown so much light on retail selling problems for the entire advertising industry and the Consumer Analysis reports of the individual newspapers have helped understand relative brand standings."

Mr. Taylor made clear that "there is no media research included or implied" in RAB's project. "Both to provide our own national sales staff with the facts and to bring the market profile into focus for many industries we felt the facts were needed and we decided to volunteer to provide them."

Not headline claims but the fine print comparison of rates, ratings,* audience composition and location count most. Check the cost per thousand on strong NBC adjacencies on high powered WJHP-TV, Jacksonville, Florida.

*For ratings, see Telepulse.

Writers Guild, ATFP Conclude Tv Film Pact

WRITERS GUILD of America and the Alliance of Television Film Producers have concluded negotiations for a new television film basic agreement covering employment of freelance and staff writers in this field, according to a joint announcement last week by Deane Johnson, counsel for ATFP, and Donn Mullally, chairman of the guild's negotiating committee. Writers win greater re-run benefits under the pact.

The contract became effective April 21 and runs to Jan. 15, 1960, they said, and is similar in most respects to the guild's new basic agreement with the tv subsidiaries of the major movie studios while taking into consideration special problems in the independent field.

The new contract divides writer fees into two categories—low and high budget tv films. On half-hour films the budget dividing line is $27,500. The writer of an original story on a half-hour low budget film will get $240 and on high budget $290. For story and teleplay, the writer will get $850 low budget, $1,100 high budget. A teleplay writer will receive $650 low budget, $825 high budget.

Under the new re-run provision, instead of the writer receiving overall 150% of minimum on re-runs going through the thirteenth run, he now will get an overall 140% on six runs. Writers now will get 35% of minimum for second run, 30% for third run, 25% each for fourth, fifth and sixth runs. Writers also gain new payments for tv films released abroad in theatres under the new pact. Under the old contract they got extra pay only when films were released theatrically in the U. S. or Canada. Distribution of tv films in foreign theatres has been growing considerably.

WRITERS GUILD ATTACKS 'GROWING CENSORSHIP'

A RESOLUTION condemning "growing censorship" in the fields of television, screen and radio was passed by the National Council of the Writers Guild of America, meeting in Los Angeles. The council also recommended creation of writer-committees on both coasts to "study and attack" the problem.

Unless checked, the council warned, censorship may develop to the proportions of thought control or "until it would prohibit thought at all, except of the most bland and innocuous nature." The council pledged "to oppose any attempt or act by any person or persons, private or public, to control, to suppress, or, through pressure, to influence the presentation on television, screen or radio of a writer's work on any basis other than because it violates express provisions of a constitutional law."

The council approved a proposed merger of the radio and television branches of the western guild. The move already has been approved by the boards of both branches and goes to the general membership meeting in May for final approval.

NABET Ends 4-Month Strike Against KOA-AM-TV Denver

COMPROMISE agreement settling the four-month strike against KOA-AM-TV Denver [B•T, Jan. 9] was announced last week by William Grant, station president and general manager, and James H. Brown, international representative of the National Assn. of Broadcast Employes & Technicians. Employes returned to work April 22, they said.

"The agreement represents a fair compromise of the differences which have divided the parties since Dec. 19, 1955," the joint announcement explained.

The new 2½ year agreement is said to be the first which provides for one year's notice and three months' severance pay to those employes whose jobs may in the future be affected by unspecified "technological advances." Mr. Brown explained, however, that a development such as electronic tape recording for tv would tend to increase job opportunities at a station like KOA-TV.

The contract covers engineers, newswriters, tv floormen and film department employes, Mr. Brown told B•T. He said four supervisors are adjusted downward to a new ceiling of $600 monthly but 29 non-supervisory employes receive raises of $30 to $85 monthly. Mr. Brown added that the new pact provides "improved engineering manning requirements" and explained this to mean that minimum manpower requirements for supervision of programs have been spelled out.

The NABET representative said those who went on strike did not lose their seniority. Mr. Grant said top scale for non-supervisory employes now is $517 per month and there is "no back pay."

Extras Resume Negotiations

RICHARD H. GORDON, president of Screen Extras Guild, Hollywood, last Thursday announced the resumption of the union's collective bargaining negotiations with the Alliance of Television Film Producers and the Assn. of Motion Picture Producers. The guild broke off talks March 31 when a deadlock was reached.

HOLLYWOOD'S AFM LOCAL TO FINANCE READ GROUP

THE ANTI-PETRILLO group at AFM Local 47 in Hollywood showed new strength last week under leadership of Vice President Cecil F. Read when a membership meeting voted 549 to 202 to authorize the local to pay all expenses of Mr. Read and a dozen other members who have been called to trial by the AFM International Executive Board for opposing AFM President James Caesar Petrillo.

The vote approved underwriting the expenses through the national AFM convention in Atlantic City in June when the Read group is expected to appeal to the national membership. By that time they expect to be found "guilty" by the AFM and propose to take the case to the national membership. The Read group now in control of Local 47 has been fighting Mr. Petrillo over trust fund management and other controversial AFM policies. Local 47 members are objecting to loss of extra payments when theatre films are released to tv. The money now goes into the trust fund.

Mr. Read last week also announced that for the first time in AFM history local musicians will have a chance to vote on contracts affecting them. He said Local 47's board of directors, now controlled by the rebel group, has resolved that the 100 musicians composing the Los Angeles Philharmonic Orchestra will be allowed to ratify their next contract.

Mr. Read's office last week also confirmed that the rebel group said to be developing within Local 802 in New York now has leadership under Marty Group and Charles Margulis and has retained New York labor attorney Elias Lieberman to represent them.

SAG Limits Tv Teasers

TRAILERS to publicize or advertise theatrical motion pictures are now limited to clips of not more than 400 ft. and must include more than one scene from the feature picture, according to a provision of a new collective bargaining contract approved by the membership of the Screen Actors Guild. The two-scene requirement is designed to curb use of one whole production number in the trailer, SAG explained. The contract with the major movie producers was approved by a vote of 4,226 to 59, one of the biggest majorities in the 23-year history of the guild. It provides for a 30% wage boost for actors.

Announcers Get Wage Boosts

A NEW two-year agreement with San Diego's five radio stations, providing for wage increases retroactive to Feb. 1, has been reached by the American Federation of Television & Radio Artists.

The new minimum for first year announcers is increased to $100 from the previous $90. The second year minimum is $105. The agreement also calls for three-week vacations in lieu of holiday overtime. The talks were held among Larry Buskett, KCBQ; Art Mortensen, KEMB; Tom Boice, KFSD; Marion Harris, KGB; Wilson Edwards, KSDO, and Claude McCue and Dave Tytherleigh, AFTRA, Hollywood.

Jaffe to Stay With AFTRA

HENRY JAFFE, who has served as general counsel to the American Federation of Radio & Television Artists for the past 19 years, has agreed to continue in that post although previously he had submitted his resignation.

AMPEX HAS 82 COMMERCIAL VTR ORDERS

Production line units being sought by individual stations at $45,000 a crack. These commitments do not include prototype models ordered by CBS and NBC at $75,000 each.

ORDERS from tv stations are continuing to come into Ampex Corp. for the video tape recorder first shown at the NARTB convention in Chicago [B•T, April 23, 16]. The company told B•T that as of Thursday noon 82 of the commercial production units scheduled for delivery early next year had been ordered by individual stations at a price of $45,000 each. These orders are in addition to those placed by CBS and NBC for initial models costing $75,000 apiece, with CBS scheduled to receive its machines at the end of the summer and NBC early in the fall.

Meanwhile, ABC is proceeding with its own film system, also revealed at the convention. RCA and Bing Crosby Enterprises are continuing their research and developmental work on compatible tv tapes which will record tv shows in color as well as black-and-white programs.

Alexander M. Poniatoff, chairman of the board of Ampex, during World War II was manufacturer of magnetic motors for the government, Ampex spokesman related to B•T. After the war he visited Germany where he observed developments of magnetic tape recording in the audio field. On his return to the U. S., he began development work in the new field.

About 1947, Ampex officials recall, Bing Crosby started searching for methods to keep his ABC radio network show on a recorded basis (then on disc) since his agreement with ABC provided the show would have to go live if the rating should drop below a certain level. Mr. Crosby, they said, called various manufacturing interests with his problem and Mr. Poniatoff showed him his Ampex recorder.

Mr. Crosby purchased 20 recorders from Ampex about 1948 for $4,000 each and re-sold them for $5,400 each to ABC, they recalled, explaining that this order established Ampex in the field and also led to Bing Crosby Enterprises Inc.'s becoming the initial distributor of Ampex products. Crosby Enterprises now is exclusive distributor in the southwest for Ampex tape components used in instrumentation of guided missiles, automation devices and electronic brain computers. Ampex is considered a major supplier of tape units in these fields apart from sound and tv recording. But they are only one part of more complex finished products.

Ampex officials explained to B•T that this relationship resulted in many people believing the Crosby interests controlled or had stock in Ampex. It persisted for so long, they said, that Mr. Crosby wearied of saying he did not, aside from the distributorship relationship, and he finally went on the open market and purchased "a few shares, but nothing like control," so the question would be settled.

Ampex spokesmen emphasized that there is no relationship between their new tv tape recorder and that which Crosby Enterprises has had under development.

Ampex said three of the original development engineers who worked with Mr. Poniatoff are still with the firm. Myron Stolaroff is now assistant to Ampex President George I. Long, Harold Lindsay is chief of design development and the third engineer, Walter Salsted, heads the Ampex research department.

Walter D. Goldsmith, customer relations representative for the videotape section of the Ampex Audio Div. gave B•T a review of the technical features of the new tv tape recorder which can be released at this time. He said preliminary specifications are being provided to prospective purchasers but that final specifications will not be available for about 30 days. In that time it is hoped that the commercial design can be "frozen," he said.

The unit shown at the Chicago NARTB convention was the prototype which has been ordered by CBS and NBC, three units to each network at $75,000 per machine. Mr. Goldsmith said delivery of the initial machines to CBS, which filed the first order, will be made "at the end of the summer" with the NBC units "a month later."

Mr. Goldsmith said that as of Thursday noon Ampex held orders for 82 machines of commercial design placed by tv stations, usually each order for a pair of units. They will cost $45,000 each. He said a priority system has been worked out on the orders and first delivery is scheduled for February 1957 and orders placed today should be filled by July 1957.

The Ampex representative said ABC has expressed interest in the new machine but is already going ahead with its own film system revealed at the NARTB meeting [B•T, April 23].

Mr. Goldsmith said the Ampex tv tape recorder is designed for monochrome service only, although development is going forward in color with the expectation that the present unit later can be converted to color tv use, although the cost factor is not possible of estimate at this stage.

He admitted color recording is much more difficult and said Ampex hopes to have the problem in hand within another nine to twelve months.

The Ampex recorder is designed to be used in television in exactly the same manner as a sound recorder is used in the radio station. It is self-contained and patches right into the normal tv control system. It can take a video program off the network line, record it and then play it back at a later hour just as in radio. The station can feed a live show into it for recorded presentations at some other time. The tape can be spliced like audio tape, permitting program editing and correction of production mistakes.

The present Ampex tv recorder does not include a video erasure head, Mr. Goldsmith explained, but this is to prevent accidental erasure during playback. It can be incorporated, however, when desired in recording of a live production. For example, a fluff can not be cut out simply by backing up the tape to a point before the error and the fluff blotted out by the second recording attempt. The re-do must be done on fresh tape and spliced into the tape to replace the error, he said.

The reason for not permitting the recording of new material over old tape (or fluffs), he said, is in order to preserve as high a signal-to-voice ratio as possible, which is necessary for tv. Once a tape is recorded, of course, it can be played back repeatedly. But before it can be recorded anew, he said, the tape must be bulk erased on a commercial bulk erasing device such as that produced by Cinema Engineering Co.,

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CKLW-TV channel 9
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50,000 WATTS
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!
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Burbank, and used by Ampex. The bulk eraser unit is about a $100 item. Bulk erasure takes about a minute, he said.

The Ampex tv tape machine is a console unit which also may be obtained for partial rack mount, Mr. Goldsmith said. The tape transport, recording head and other mechanical units remain horizontal on the console, however, although the electronic components can be rack mounted for easier accessibility, he explained. Normally, the unit is self-contained within the console.

The unit has three signal inputs, he said. One is a network feed so the station can record from the network line. The second is the local live production feed, so the station can record what its own cameras and slide scanners see, while the third feed is for a television monitor. The latter, he said, permits the station to monitor its own signal and record it for field test purposes or to monitor and record the telecast signal of other stations when it is desired to record the program of another outlet for playback under some affiliation arrangement that might be worked out. The recorder has an output line just like a sound recorder that can be fed to the transmitter, monitor, network line or other recorders.

Dimensions of Machine

The console measures 60 inches wide, 35½ inches deep and 42 inches high, Mr. Goldsmith said. It weighs about 900 pounds. The tape mechanism uses two 14 inch reels with 4,800 ft. of regular audio tape stock but two inches wide instead of the audio one-quarter inch. The tape is transported at 15 inches per second, the normal audio broadcast standard. The recording head and reels are mounted horizontally atop the console.

From the supply reel, the tape passes directly into the video record-playback head since no erase head is incorporated for the tv portion. The video head actually is a spinning disc which itself contains four recording heads spaced at 90 degree intervals. It is something like a reamer in woodworking. It whirls at 240 revolutions per second (14,400 revolutions per minute) "biting" a transverse recorded pattern into the center of the moving tape.

The axis of the disc is parallel to the horizontal plane of the tape. The disc itself is at a right angle to the tape and the tape is curved around the disc by a female guide to assure full recording exposure. Each of the separate recording heads is one and three-quarter inches long and cuts a recorded portion for tv of this length. Full frequency response of four megacycles is provided, Mr. Goldsmith said.

As the tape leaves the video head it passes into the audio head which incorporates two parallel heads at either extreme edge of the tape. One of these twin heads records the audio portion of the program (it is preceded by a conventional audio erasure device) while the other head records a synchronizing signal on the other edge. This sync signal is described as a cueing signal and controls the rotation speed of the video recording head, which must be critically exact. The cueing signal also can include voice cues, Mr. Goldsmith said.

After leaving the audio head the tape feeds into the take-up spool.

The Ampex machine has simple push-button controls, he explained, which include record, play-back, fast forward and fast rewind. In addition, the machine has a full complement of "calibrating" controls just like a home tv receiver or tv monitor, he said.

Meanwhile, officials at Crosby Enterprises told B•T that their firm is continuing its research and development of a "fully compatible" color and monochrome tv tape recorder within the casting industry. They explained a monochrome machine could have been put out by them by this time too, but they prefer to continue their work and include color.

The Crosby spokesmen said they are working at slowing down the speed of the tape transport in their machine and are making advances in this and other phases.

Aside from Ampex and Crosby, RCA is the only electronic firm known to be working actively in the field of tape recording for television use. A large number of companies are developing tape for other uses, such as computers, guided missiles and automation, but none of these are known to be working in the tv field at this time.

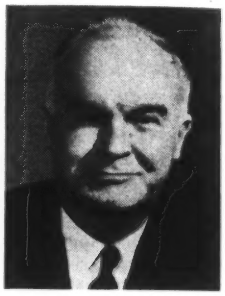
IT&T's President Harrison Dies at Long Island Home

WILLIAM HENRY HARRISON, 63, president of International Telephone & Telegraph Corp., died April 21 of a heart attack at his Garden City, L. I., home. Active in the communications field all his life, Mr. Harrison served with American Telephone & Telegraph and affiliated companies (Bell Telephone, Western Electric, etc.) from 1914 to 1948, when he left AT&T as vice president in charge of operations and engineering to join IT&T as president.

During the war, as a major general, he headed the U. S. Army Signal Corps' Procurement and Distribution Service, responsible for obtaining and distributing all of the electronics materiel used by the Army and the Air Corps.

Westinghouse Electric Corp. Names Sloan Vice President

F. M. (TOD) SLOAN, radio and electronics engineer whose career with Westinghouse Electric Corp. began in 1932 as engineer at KDKA Pittsburgh, has been elected a vice president of the corporation, it was announced last week by Gwilym A. Price, Westinghouse chairman and president.



MR. SLOAN

Mr. Sloan, currently is general manager of the firm's Lamp Div., with headquarters at Bloomfield, N. J. Mr. Price also announced election of three other departmental managers as vice presidents at a special board meeting last week. They are Frank W. Godsey Jr., manager of Electronics, X-Ray and Air Arms Divs., Baltimore, Md.; A. M. Kennedy Jr., general manager of Purchases and Traffic, Westinghouse's Pittsburgh headquarters, and W. Watts Smith, manager of the Aviation Gas Turbine Div., Kansas City.

Skiatron Dark Trace Tube Offered to Commercial Users

SKIATRON now is offering its Dark Trace tube to commercial users, Arthur Levey, president, Skiatron Electronics & Television Corp., announced Tuesday. The tube retains an image on its surface "indefinitely" or until electronically erased.

Skiatron sponsors Subscriber-Vision, one of the subscription tv systems seeking FCC approval, and engages in various government research and development in the electronics field. The company has embarked on an expansion program and is moving to new headquarters at 180 Varick St., New York, where it will have three times the laboratory space formerly maintained.

The new developments—including a projector that can throw an enlarged radar or tv image on a screen up to 16 x 16 ft. square—are designed for industrial or radar application. Mr. Levey revealed that with the use of Skiatron equipment, images can be transmitted over existing telephone lines instead of by coaxial cable or microwave. First commercial use of the Dark Trace tube (it can stop a moving tv image and hold it as a "still," similar to what can be done with film via a motion picture projector) is by Dage Television Div. of Thompson Products Inc. Dage is marketing pictorial transmission of commercial information.

Microwave Firm, DuMont Ally

ALLEN B. DuMONT Labs has been named to distribute the product line of American Microwave Corp., North Hollywood, Calif. The line includes American Microwave's type MWT microwave relay transmitter and studio gear. Fred Bailey, president of American Microwave, and Ken Petersen, sales manager of DuMont's Technical Products Div., announced the association, which they said is effective immediately.

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Tv Magnetic Tape Plant To Be Built by ORRadio

GROUND-BREAKING ceremonies for the nation's first plant specifically designed for the manufacture of magnetic recording tape for both color and black-and-white tv and for computers and other electronic devices—a $300,000 structure to be located at Opelika, Ala.—will be held within the next sixty days, it has been reported by John H. Orr, president of ORRadio Industries Inc., manufacturer of "Irish Brand" magnetic tape.

The plant, which is expected to be ready for occupancy by mid-October, will increase ORRadio's production facilities as much as 400%, Mr. Orr said. The plant is also reportedly the first to be entirely dust-proof and hermetically-controlled. The one-story brick building will be of fire-resistant construction, and will cover 37,000 sq. ft. on a 17-acre tract, 1.5 miles south of Opelika.

For Mr. Orr—generally recognized as being the first American to import German-developed tape to this country—the new structure is the culmination of a 10-year dream. Attached to SHAEF during World War II as chief engineer of the radio division, Major Orr found the first tape recordings during the capture of Radio Luxembourg in 1944. Following V-E Day, with all Nazi-produced tape manufacturing machines destroyed by bombing, Mr. Orr contacted the German expert of magnetic tape recording, Dr. Karl Pflaumer, and received the formula for U. S. manufacture.

American Offers Color Set; Zenith Withholds Its Model

COLOR continued to make manufacturing news in Chicago last week with announcement by American Television Inc. of an $885 large-screen console which, with a $400 trade-in allowance on a monochrome set, will be offered to the public for $485, and revelation by Zenith Radio Corp. that it has developed a 22-inch receiver claimed to be "far advanced" beyond others now on the market but will withhold it until competitive conditions are more favorable.

American's model incorporates the De Forest-Sanabria microline picture tube and is being offered with the provision that consumers may turn in their old black-and-white sets, have them overhauled at any time and returned, or simply retain the monochrome receivers and realize the full trade-in value. The set is being offered as part of the 50th anniversary of Dr. Lee De Forest's invention of the audion tube.

Zenith Reports Profits Drop During First Quarter of '56

A DECREASE in consolidated net profits and sales for the first quarter of 1956 compared to the same period in 1955 was reported last week by Zenith Radio Corp.

Zenith announced for itself and subsidiaries a net profit of $1,831,165 ($3.72 per share) after depreciation, excise levies, reserves and provision for income taxes as against $2,074,960 ($4.21 a share) for the first quarter last year. Sales hit $37,915,318 compared to $40,371,812 a year earlier.

E. F. McDonald Jr., Zenith president, reported unit sales of tv receivers the highest for any first quarter in company history and dollar sales slightly down because of a high proportion of table models. Total radio-phonograph-high fidelity unit sales were higher in terms of units and dollar volume.

SALE of complete remote control equipment for a one-man operation was announced during NARTB convention by Kay Lab, with KUAM-TV Guam as buyer. Inspecting the camera unit are (l to r) Don Brown, KUAM-TV chief engineer; Harry Engle, owner of KUAM-TV, and R. T. Silberman, vice president of Kay Lab. Equipment also has been purchased by KSHO-TV Las Vegas, Nev., which has launched 24-hour operation.

Patent Licensing Agreement Made by Philco Corp., IT&T

PHILCO CORP. and International Telephone & Telegraph Corp. have signed a patent licensing agreement, it was announced jointly last week by the two companies.

The agreement, which is for a minimum of five years from its effective date of Jan. 1 this year, gives each company the right to use the other's patents on radio, television, and electron tubes, including home radio and television receivers. IT&T has reserved from the agreement its patents on selenium rectifiers, aerial navigation systems (such as Tacan), and semiconductor diodes. Philco has reserved its patents on color tv, semi-conductor diodes and transistors.

RCA Markets New Recorder

A new, lightweight, two-speed portable tape recorder is being produced by RCA, James M. Toney, vice president-general manager of RCA Victor Radio and "Victrola" Div., has reported. Weight of the new recorder is 33¼ lbs., price, $159.95. Called "Congressional," the new product can record or play back at 7½ or 3¾ inches per second on magnetic-coated tape, and permit up to two hours speech recording or one hour of music recording on one seven-inch reel.

Knubbe Expands Activities

HAROLD H. KNUBBE, director of engineering for CBS-Columbia, radio and television set manufacturing division of CBS Inc., last week was placed in charge of all CBS-Columbia engineering and developmental activities. He will supervise electronic engineering activities for such development phases as black-and-white and color tv, industrial and commercial radio. Before joining CBS-Columbia in 1952, Mr. Knubbe was chief engineer of the Sparton Radio-Tv Div., Sparks-Withington Co., and also with General Instrument Corp. and Detrola Radio Corp.

Stations Get RCA Antennas

RCA reported Thursday shipment of a 12-section superturnstile antenna to KSBW-TV Salinas, Calif. (ch. 8), and a six-section superturnstile antenna to KRIS-TV Corpus Christi, Tex. (ch. 6).

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Station B	27	Station B	27
Misc.	9	Misc.	11

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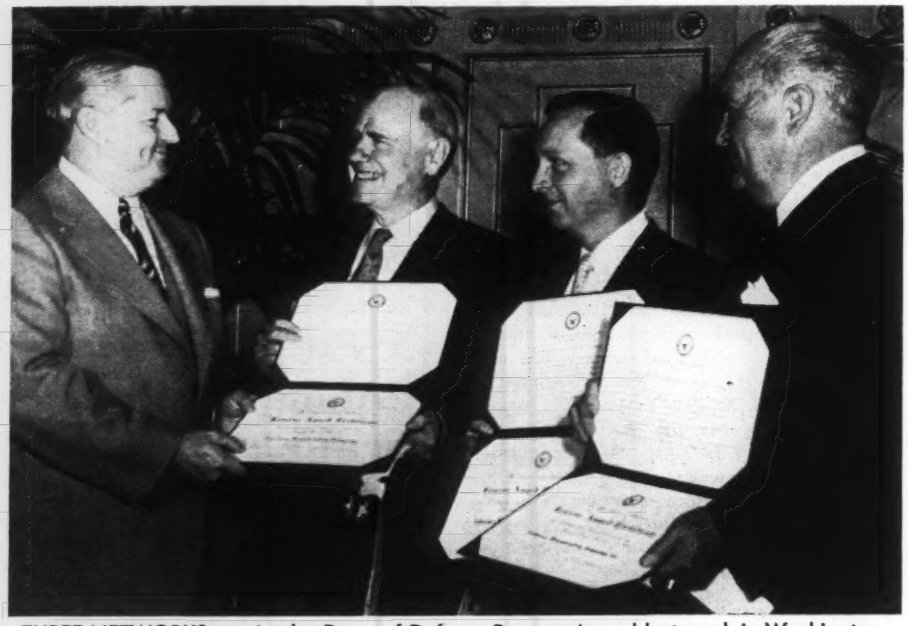

THREE NETWORKS received a Dept. of Defense Reserve Award last week in Washington, D. C., for "outstanding contributions to the Reserve program." L to r: Deputy Secretary of Defense Reuben B. Robertson, who presented the awards; Robert H. Hinckley, ABC vice president; Ralph Hardy, CBS vice president, and Frank M. Russell, NBC vice president.

Christophers Make Awards In Television, Movie Fields

SEMI-ANNUAL Christopher Awards in the television and motion picture fields were presented April 22 to 28 producers, directors and writers at ceremonies in New York. The awards, covering the six-month period ending March 31, went to "individuals who have used their God-given talent to provide significant contributions to family entertainment."

Television awards went to producer Dave Englander and director Alan Neuman for the Nov. 6 program with former President Hoover on NBC-TV's *Conversation With Distinguished Persons;* producer Felix Jackson, director Franklin Schaffner and writers Catherine and Howard Lindsay for "Miracle at Potter's Farm" on CBS-TV's *Studio One* on Dec. 19; producer Richard Lewis, director Sobey Martin and writer Ed Adamson for "Fear" on CBS-TV's *Crusader* on Jan. 12; producer Lee Cooley, director Gray Lockwood, writers Goodman Ace, Jay Burton, Mort Green and George Foster and musical director Mitchell Ayers for NBC-TV's *The Perry Como Show* on March 17; producer Frederick Heider, director Cort Steen and writer Jean Meegan for "Springtime U. S. A." on ABC-TV's *Voice of Firestone* on March 19; producer C. Maurice Holland, director and writer George Roy Hill, writer John Whedon and set designer Duane McKinney for "A Night to Remember" on NBC-TV's *Kraft Theatre* on March 28.

Motion picture awards were presented to Laurence Olivier for production, direction and screen adaptation of "Richard III" released through Lopert Films, which had its U. S. introduction on NBC-TV; producers Jed Harris and Michael Myerberg, director Fielder Cook and writer Rod Serling for the United Artists release, "Patterns," which was based on the television play of the same name.

AFA to Receive Award

PRESENTATION of the Benjamin Franklin Congressional Medal to the Advertising Federation of America will highlight the closing luncheon session June 13 of the 52nd annual AFA convention to be held in Philadelphia, June 10-13. Howard Pyle, former governor of Arizona and present deputy assistant to President Eisenhower, will make the presentation.

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Cunningham Elected President of ASCAP

PAUL CUNNINGHAM, composer of more than 100 published songs, last Thursday was elected president of the American Society of Composers, Authors & Publishers, succeeding Stanley Adams, who had served as president since April 1953.

Other new officers are Otto A. Harbach and Louis Bernstein, vice presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

125 Radio, Tv Stations Joined AP During 1955

RADIO and television station membership in The Associated Press rose by 125 in 1955 to a total of 1,501 as of Jan. 1, 1956, it was reported last week at the annual membership meeting of AP in New York.

The report also showed that 61 new participants, including television stations and newspapers, have signed for AP's wire-photo network, with a large majority selecting the photofax facsimile network.

The report stressed that AP during the past year had taken steps to improve the service through increased specialization by staff writers, greater production by members of material distributed by the service, and more attention to demands for clear, crisp writing.

The development of specialists to cover special fields has taken place in the context of greater demands for news that went deeper than the reporting of events, the report said. It added that news reporting today "must do more than merely inform the reader of what has occurred in the preceding 12 or 24 hours. News values often change so that the most interesting or important story of any particular day may not be related to immediate occurrence."

Robert McLean, *Philadelphia Bulletin* (WCAU-AM-TV Philadelphia) was re-elected president of the AP by the board of directors. Newly-elected officers are John S. Knight, *Chicago Daily News* (John S. Knight stations), first vice president, and Henry D. Bradley, *St. Joseph* (Mo.) *Gazette,* second vice president.

INS-TeleNews Clientele Now Totals 140—Smith

INCREASE in number of INS-TeleNews clients to more than 140 was reported last week by Kingsbury Smith, vice president and general manager of INS, at the company's annual executive meeting in New York.

Mr. Smith said that clients of the various newsfilm services are not confined to the U. S.,

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with new subscribers signing in Canada, Alaska, Colombia, Germany, Hawaii, Mexico, Japan and other countries. With this increased clientele, Mr. Smith continued, INS TeleNews operation has expanded its processing and distribution facilities, and has added seven new representatives to its television sales staff.

During the past several months, Mr. Smith said, INS had helped newspaper editors to capitalize on "the immense popularity of tv personalities by providing brightly-written series on the important stars, as well as a continuing supply of short tv profiles for daily and Sunday use."

INS added 213 clients during the past 12 months, Mr. Smith reported, pointing out that the roster includes radio and television stations, newspapers and magazines receiving the news, news-features, newsfilm, still photographs and special services.

Mr. Smith suggested there was a "greater need" today for interpretive reporting, adding that routine coverage of news developments through the world "falls short of satisfying the need of an informed American public opinion."

UP Movietone News Growth Reported at Annual Meeting

DURING the past 12 months, the United Press Movietone News service for television stations has shown "greater all-around expansion than any other newsfilm service in the world," William R. Higginbotham, UP television manager, told UP's annual meeting in New York last week.

The enlargement of manpower and facilities has gone "hand in hand" with that of clientele, according to Mr. Higginbotham. He said the newsfilm has "more than doubled" the number of its processing and distributive centers, adding plants in Boston, Chicago, London and Sydney. He claimed UP newsfilm appears "on more stations the world over than any other newsfilm."

Mims Thomason, vice president and general business manager of UP, reported that the organization now serves a total of 4,654 clients, including radio-tv stations. This is a gain of 122 during the past year, Mr. Thomason said.

UP Radio's efforts to say more in fewer words has enabled the unit to supply stations with more news and more features than ever before, according to John J. Madigan, radio news manager. He noted that UP Radio has expanded its stock market reports and has instituted new features in the entertainment and leisure-time fields, among others.

On Tuesday UP launched its teletypesetter service by shortwave radio, starting service on a regular basis to two newspapers in Puerto Rico. UP also has expanded its radiophoto network to two newspapers in Mexico City.

'Georgetown U. Forum' Available to Stations

GEORGETOWN U., Washington, D. C., is making its *Georgetown U. Forum* available to radio stations on an exclusive basis in each broadcast area, the school has announced.

The 10-year-old weekly series presents commentary on current political, economic and social questions by panels of authorities in their respective fields. Sixty-four stations presently carry the taped broadcasts.

Washington radio-tv commentator Matthew Warren is the moderator of the series. Broadcasters interested in receiving the programs may write to the Rev. Francis J. Hayden, S.J., series director, at the university.

POOR NAMED MBS PRESIDENT BY BOARD

John B. Poor, network executive vice president, elected to higher post with Thomas F. O'Neil retaining board chairmanship. Robert W. Carpenter and Richard J. Puff become vice presidents; Elisha Goldfarb, secretary, and George Ruppel, board member.

MR. POOR

ELECTION of John B. Poor as Mutual's new president and the elevation of two other MBS executives to vice presidencies were announced last week. Thomas F. O'Neil, who has served as Mutual's president since June 1952, was re-elected board chairman.

The two new vice presidents are Robert W. Carpenter, who is in charge of station relations, and Richard J. Puff, who is in charge of advertising, research and public relations. The actions were taken April 20 at a meeting of MBS' board of directors and announced Monday.

The board also elected Elisha Goldfarb, assistant secretary and the board's legal counsel since 1953, as secretary, and named George Ruppel, MBS' vice president and treasurer-controller, as a member of the board.

Mr. Poor has been associated with the O'Neil radio-tv interests since 1947 when he was a member of a Boston law firm representing the Yankee Network. In successive advancements, Mr. Poor was named in August 1952 as general counsel to General Teleradio Inc., and in 1953 elected a vice president, assuming in January 1955, the post of executive vice president with Mutual.

Both Mr. Carpenter and Mr. Puff are MBS veterans. Mr. Carpenter, with Mutual since 1945, started in radio in 1934 in CBS' accounting department in New York, was transferred in 1938 to WBT Charlotte, N. C., as comptroller, moved to St. Louis in 1940 as comptroller for KMOX and later became account executive there. In 1943, Mr. Carpenter went

overseas with the America Red Cross, joined Mutual on his return as southwestern manager of the station relations department at Oklahoma City, later became eastern manager with his office in New York, assistant director of station relations and station relations director in March 1954.

Mr. Puff was with the Daniel Starch organization from 1935 to 1937, joined Crossley Inc. in 1937, becoming director of radio research there two years later, started with Mutual in 1942 and two years later was named manager

MR. RUPPEL

MR. GOLDFARB

MR. PUFF

MR. CARPENTER

of the network's research department. He was appointed director of network research in 1948 and later added supervision of sales planning. He was appointed to his current post last October.

Mr. Goldfarb was a network attorney from 1949 until 1953, when he was advanced to his current position. Mr. Ruppel joined Mutual in 1945 as an auditor, was named controller in 1950, and last year was elected vice president and treasurer.

Re-elected to the board: Mr. O'Neil; Mr. Poor; Elbert M. Antrim, WGN Chicago; Willet H. Brown, Don Lee Network; Benedict Gimbel Jr., WIP Philadelphia; Sterling Graham, WHK Cleveland; Gordon Gray, WOR-AM-TV New York; Ward Ingrim, Don Lee Network; Robert A. Schmid, MBS; Frank P. Schreiber Jr., WGN; J. Glen Taylor, MBS, and Harry Trenner, MBS.

ABC-TV Western Div. Appointments Made

GROWING significance of Hollywood in the national radio-tv field was pointed up last week by Earl J. Hudson, vice president in charge of the ABC Western Div., with the announcement that J. English Smith has been named director of national programming, Western Div., ABC-TV, and that Thomas M. Lufkin has been named to the newly-created post of program manager for ABC-TV's Western Div. Both appointments are effective tomorrow (Tuesday).

Mr. Smith, currently ABC's coordinator for the *Warner Bros. Presents* series, will supervise all West Coast originations for the national ABC-TV network. He also will supervise the network's programming activities with independent film producers with whom the network has contracted for production of new shows on the West Coast. Mr. Lufkin will assist Mr. Smith in program supervision, Mr. Hudson explained.

All national network programming activities remain under the supervision of Robert F. Lewine, vice president and director of the program department, ABC-TV network. Messrs. Smith and Lufkin both will report directly to Mr. Lewine.

The network's *Disneyland* and *Mickey Mouse Club* programs will continue under the supervision of Sandy Cummings, ABC's coordinator at the Walt Disney Studios, Mr. Hudson said.

As director of national programs, Western Div., Mr. Smith's work will incorporate duties which have been handled by Kenneth B. Craig, national and regional tv network program coordinator, Western Div. Mr. Craig is expected to continue with the Western Div. but his position has not been set, another ABC spokesman said.

CBS Names Edwin Friendly

APPOINTMENT of Edwin S. Friendly Jr. as general manager of "Project 600" for CBS-TV, has been announced by Hubbell Robinson Jr., executive vice president in charge of network programs. In his post, Mr. Friendly will coordinate programming, promotion, publicity and business management details for two early morning programs, *Good Morning With Will Rogers Jr.* (Mon.-Fri., 7-8 a.m. EDT and rebroadcast same hour CDT) and *Captain Kangaroo* (Mon.-Fri., 8-9 a.m. EDT and 9:30-10:30 a.m. EDT, Saturday).

Louis G. Cowan will continue to supervise production of the programs. Mr. Friendly was with BBDO before joining ABC in 1950, where he was named national director of sales in 1953. He left ABC to join producers Barry, Enright & Friendly as a partner.

WTVR (TV) Richmond, Va., last week signed a new affiliation agreement with ABC-TV, effective with yesterday's (Sunday) sign-on. The new contract, announced by Wilbur M. Havens (left), WTVR owner and general manager, and Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC-TV, calls for the ch. 6 station to carry the full ABC-TV schedule. WTVR is one of the pioneer tv stations, having gone on the air April 15, 1948. It operates on maximum visual power of 100 kw and 50 kw aural.

Stark Proposes Location For N. Y. Television City

A NEW PLEA for land and facilities to build a television city in the heart of New York City was made last week. Abe Stark, president of the city council, proposed a 22-acre site in Manhattan's west side acquired through a slum clearance program which would permit acquisition and subsequent resale for private development.

Mr. Stark told the Industrial Designer's Institute that a new center would mean the broadcast industry in New York could boost its business volume to an estimated $500 million yearly, which he said would be 67% above the current level. Crux of the problem in expanding the facilities under one roof has been lack of land for a horizontal-type building that could be acquired at reasonable cost. Mr. Stark noted that one network—presumably CBS—could save $2 million yearly if a television city were provided.

Actor Edward Arnold Dies

EDWARD ARNOLD, 66, radio, tv, stage and screen star, died early Thursday at his Encino, Calif., home. He had just finished reading his script for the May 9 *Kraft Theatre* production of "Death Is a Spanish Dancer" when stricken. Mr. Arnold's many radio-tv appearances included the title role in the *Mr. President* series. Surviving are his wife, Cleo; two daughters, Mrs. William F. Orlando and Mrs. Jane Elbright, and a son, William Arnold.

Janet Blair Joins Caesar

TV ACTRESS-SINGER Janet Blair has been selected as Nanette Fabray's successor on *Caesar's Hour*, NBC-TV reported last week. It also was reported that star Sid Caesar was considering adding two other female performers to his weekly variety program. Miss Fabray is leaving the show at the close of the present season because of contract differences.

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TV NETWORKS' FEB. GROSS: $37 MILLION

PIB data shows February 1956 was 19% ahead of the same month last year.

THE TV networks increased their gross billings in February 19% over the same month a year ago, and for the first two months of this year 18% over the January-February 1955 total, according to Publishers Information Bureau.

Biggest percentage gainer was ABC-TV, increasing its gross billing in February over that month a year ago by 80% and for the first two months, scoring a rise of 76%.

Total gross billing for the networks in February was $37,191,571 and for the first two months of the year, $76,089,188. While ABC-TV outscored its February 1955 total by a wide margin, the network also managed to top its January total by a little more than $36,000. The other two networks, CBS-TV and NBC-TV, slipped slightly behind the January total, but recorded respective increases of 15% and 11% in the February to February comparison. The PIB report follows:

NETWORK TELEVISION

	February 1956	February 1955	% Change	Jan.-Feb. 1956	Jan.-Feb. 1955	% Change
ABC	$ 6,418,210	$ 3,567,696	+80	$12,800,256	$ 7,285,891	+76
CBS	16,928,361	14,694,726	+15	34,748,816	30,525,867	+14
DuMont*	.....	597,275	..	.....	1,321,235	..
NBC	13,845,000	12,419,641	+11	28,540,116	25,592,336	+12
TOTAL	$37,191,571	$31,279,338	+19	$76,089,188	$64,725,329	+18

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMont	NBC	TOTAL
January	$ 6,382,046	$17,820,455	.....	$14,674,255	$38,876,756
February	6,418,210	16,928,361	.....	13,845,000	37,191,571
TOTAL	$12,800,256	$34,748,816	.....	$28,519,255	$76,068,327

* Effective Sept. 15, 1955, DuMont Television Network changed from a national network to a local operation.

NBC-TV Spots Steve Allen Opposite 'Ed Sullivan Show'

IN an apparent bid to make the Sunday, 8-9 p.m. NYT period more competitive with CBS-TV's *Ed Sullivan Show*, NBC-TV last week announced that it will star comedian Steve Allen in a new variety program in the period three weeks out of four [B•T, April 23]. Starting dates and other details of the program will be disclosed shortly.

Concurrently, Thomas A. McAvity, vice president in charge of NBC-TV, announced that the network and Esther Williams have entered into an agreement for the production of "The Aqua Spectacle of 1957," which will be presented as an NBC color spectacular during the early fall of 1957. The agreement also calls for Miss Williams to appear in three other spectaculars for the network over a two-year period and to make several guest appearances. The Aqua show, reportedly financed by the network, will be on tour for five weeks, beginning in July.

The variety show in which Mr. Allen will star will be known as the *Steve Allen Show*, according to Mr. McAvity. He said Mr. Allen will continue in his late evening *Tonight* series over NBC-TV, but possibly will be relieved of one night's performance.

The new program will replace the *NBC Comedy Hour*, now seen in the Sunday, 8-9 p.m. period.

"For my birthday, KRIZ Phoenix suggests a pocket radio."

CBS Radio Names Froug Hollywood Vice President

APPOINTMENT of William Froug, director of network programs, CBS Radio, Hollywood, to vice president in charge of CBS Radio Network programs, Hollywood, is being announced today (Monday) by Arthur Hull Hayes, CBS Radio president. Mr. Froug succeeds Guy Della Cioppa, who has been named director of CBS-TV network programs in Hollywood [B•T, April 23]. Lucian Davis will continue as CBS Radio's network program supervisor there.

Mr. Froug has been with CBS since 1948.

'Meet the Press' 10th Year

NBC President Robert W. Sarnoff, Senate Minority Leader William F. Knowland (R-Calif.) and Sen. Alben W. Barkley (D-Ky.) were to make the major talks at a dinner Saturday in Washington, D. C., marking the 10th radio anniversary of *Meet the Press* (also on NBC-TV). Lawrence E. Spivak, producer and permanent panel member, was to be honored with a special presentation.

Expected were more than 500 leading figures in government, business, education and communications, with invitations extended to all former guests and panelists who had appeared on the show. Harold E. Fellows, NARTB president, was to have served as toastmaster. Among those to be present at the speakers table: FCC Chairman George C. McConnaughey; Frank M. Russell, vice president of NBC's executive office in Washington, and Ned Brooks, the program's moderator.

Thomas Represents President

LOWELL THOMAS, CBS commentator, has been named by President Eisenhower to serve as his personal representative at the April 30-May 6 coronation of the king of Nepal.

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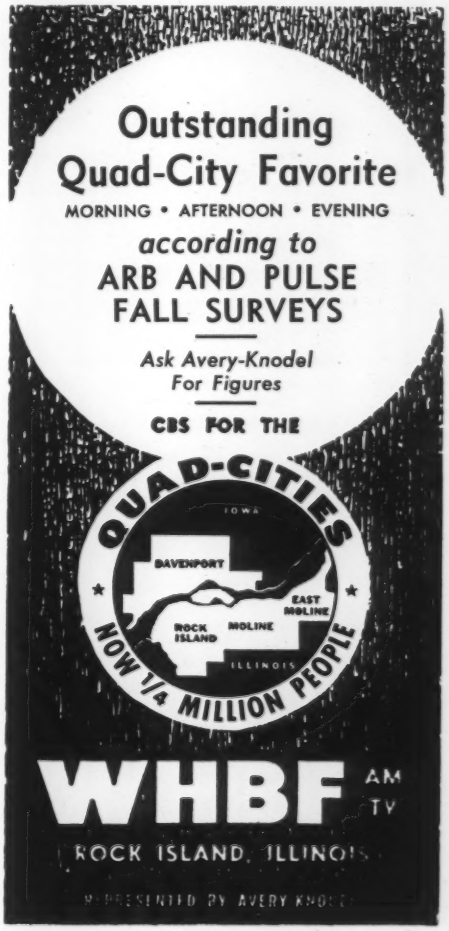

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POLL SHOWS CANADIANS DON'T WANT CBC

Of 1,697 replies to survey, 40.7% favor non-government control with 29.7% looking toward continued government regulation. Private competition with government stations also favored.

CANADA's Royal Commission on Broadcasting, which begins hearings today (Monday) [B•T, April 16] scheduled to last to the latter part of the year, has been advised by a public opinion survey that Canadians want a regulatory body other than the Canadian Broadcasting Corp. and favor independent tv operations to compete with CBC stations in Canada's six major cities.

These are the findings of a national poll made by the Canadian Institute of Public Opinion (Gallup Poll) for the Canadian Assn. of Radio & Television Broadcasters. The findings of this poll in detail, along with the questions asked and method in which the poll was conducted, have been filed by the CARTB with the commission.

Specific points covered in the survey were:

(1) Do Canadians prefer the present CBC regulation, or regulation by a separate non-government body? Out of 1,697 respondents across Canada 40.7% were in favor of a non-government body, 29.7% in favor of CBC control, 8.8% were undecided, and 20.8% had no opinion.

(2) Do Canadians think that radio and television broadcasting control should be set up in a similar manner to airline and railway regulation? Of the 1,697 respondents, 42.2% said yes, 6.1% said no, 11% were undecided, and 40.7% had no opinion.

(3) Do Canadians approve or disapprove of present regulations restricting private stations in six major Canadian cities? Disapproval was registered by 63.2%, 18% approved, 5.5% were undecided, and 13.3% had no opinion.

It was shown that of those favoring continued CBC control, 52.1% desire private stations being established in Canada's six major markets, 36.3% favored continuance of CBC monopoly in those cities, 4.3% were undecided, and 7.3% had no opinion. Of those who preferred a non-government regulatory body 86.6% want to have private stations in major cities, 8.5% did not want private stations in those markets, 1.7% were undecided, and 3.2% had no opinion.

The commission is expected to take longer to complete its hearings and make its report to the government than was originally planned.

Hearings are to start at Ottawa today and will move to Winnipeg, starting May 7, then cover all major cities of western Canada including Regina, Calgary, Vancouver, Edmonton and Saskatoon, returning to Ottawa May 29.

The following weeks the commission will hold hearings in the four Atlantic Coast provinces and Quebec City, adjourning for the summer on June 19. Hearings are to resume in September at Ottawa, Montreal and Toronto, ending at Ottawa. Originally it had been hoped the commission would have its hearings completed by June to prepare its report for tabling early in the fall. The commission will mainly investigate financing the Canadian Broadcasting Corp., regulating Canadian radio and television broadcasting and licensing of stations.

Canadian Microwave Network Plans Extensions This Year

CANADIAN microwave network extensions are to be made both east and west of Toronto and Montreal this year. By 1958 the network will be complete across Canada.

Canadian Broadcasting Corp. expects that its leased microwave facilities from Bell Telephone of Canada and Canadian National-Canadian Pacific Telegraphs will be extended in some directions early this summer. CHLT-TV Sherbrooke, Quebec, is to be added to the French-language network out of Montreal in July. By October 1, the network will be extended westward from Toronto to take in CFPA-TV Port Arthur, Ont., at the western end of Lake Superior, and CBWT Winnipeg, Man. In December, CBHT Halifax, N. S., CHSJ-TV St. John, N. B., CJCB-TV Sydney, N. S., and CKCW-TV Moncton, N. B., will be added. Early next year, CJBR-TV Rimouski, Que., CKSO-TV Sudbury, Ont., and CKGN-TV North Bay, Ont., are to be added, followed by CKX-TV Brandon, Man., CKCK-TV Regina, Sask., CFQC-TV Saskatoon, Sask., CFCL-TV Timmins, Ont., CKRS-TV Jonquiere, Que., CHCT-TV Calgary, Alta., CFRN-TV Edmonton, Alta., and CJLH-TV Lethbridge, Alta.

RCA Ships Tv Equipment To 2nd Venezuelan City

RCA International Div., which has already installed tv transmitting facilities at YVKA-TV and YVKS-TV, both Caracas, Venezuela, reported the opening of a second tv market in that country as it began to ship complete studio and transmitting components to radio station Ondas Del Lago, Maracaibo.

The station, which will go on the air this summer, is estimated to have a potential audience of 130,000. The equipment includes a 2-kw transmitter, a 6-bay superturnstile antenna, two studio field image orthicon cameras, two iconoscope film cameras, two 16 mm projectors, one slide projector, complete studio and transmitter control equipment and a mobile tv unit. RCA also revealed it is working with the Venezuelan *television nacional* to establish relay points at Sierra De San Luis and Isla De Toas—linking Caracas-fed network shows with Maracaibo.

Henrique Ascanio, general manager of Ondas Del Lago, which coincidentally has boosted its radio operations by erecting a 10-kw transmitter antenna, noted that with the entry into tv, broadcasting facilities would be increased, and thus "we see an upward swing of both tv and radio in our important area."

German Stations Prepare For Commercial Telecasts

INFORMED opinion in Germany is convinced that commercial television is likely to enter the scene before the end of this year in the form of commercial segments in existing non-commercial, quasi-official tv services, it was reported last week.

All of the different radio and tv organizations (no private ones among them) now operating in Germany are actively preparing for an early start of commercial broadcasting, which will probably be confined to off-peak hours (mornings and early afternoons).

Private interests pressing for entirely independent commercial tv stations now are believed in Germany to be on the losing end. Leading the trend in Germany is Bavarian Radio, which announced a target date of Oct. 1, 1956, for the introduction of commercial

tv. Up to now, however, there are some doubts if there is a solid legal basis for a commercial service as proposed by Bavarian Radio. Nevertheless, BR executives have already contacted national advertisers in Germany as well as newspaper and magazine publishers.

Bavarian Radio's commercial segments in its radio transmissions are reportedly sold out for 1956. Spot time now covers 3.4% of BR's total air time. A total of $500,000 out of the yearly spot sales is contributed voluntarily by Bavarian Radio to funds for a variety of cultural activities outside the radio and tv field as, for example, the legitimate theatre.

New German Tv on Air

ANOTHER 100 kilowatt television transmitter has started operation in Germany. It is located near Nuremburg and belongs to the tv network of the Bavarian Radio, Munich.

In Czechoslovakia, two more tv transmitters are to start operations before the end of this year. They will be located in Brno and Bratislava. Presently, stations are operating in Prague and Ostrava. A relay line connecting Prague and Bratislava has been completed.

India Plans Tv Station

PHILIPS ELECTRICAL Co. (India) Ltd. plans to install a 5-kw television transmitter in Bombay. It will be operated by a state-sponsored tv service and is designed to cover an area of about 40 square miles. The Philips transmitter reportedly costs around 600,000 rupees ($125,000). Philips plans to sell 17-inch sets for about 1,500 rupees ($313).

INTERNATIONAL SHORTS

Vatican Radio (Radio Vaticana) is installing 21 new antennas for its shortwave overseas broadcasts. Vatican Radio now operates five transmitters, with power ranging from 10 to 100 kw. Broadcasts are in 29 languages over 23 frequencies.

British Film Industry Publicity Circle has closed arrangement with BBC granting latter first option on extracts from new films until general release date.

Belgian Tv Service will begin transmitting color on occasion of Brussels World Fair, set for 1958.

CFCL-TV Timmins, Ont., has issued first rate card, effective July 1. Class A time starts at $160 an hour and one minute announcements at $35. CFCL-TV will be northernmost tv station in eastern Canada. It is affiliated with CFCL Timmins, French-language station, will operate on ch. 6 with 5 kw video and 2.5 kw audio, and has GE transmitter, studio equipment and antenna. **Rene Barrette** is general manager, **Jean DeVilliers** program director, and **Roch Demers** technical director. Station is represented by Omer Renaud & Co. in Canada and Joseph Hershey McGillvra in U. S.

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EDUCATION

OHIO STATE REVISES INSTITUTE FORMAT

Columbus sessions of Institute for Education by Radio-Tv turn to discussion group idea rather than study, workshop meetings of past years.

BROADCASTERS and educators began a revised format at this year's Institute for Education by Radio-Television, meeting at the Deshler Hilton Hotel in Columbus April 17-20. The annual affair is sponsored by Ohio State U.

The new program, first major change made in the history of the 26-year-old institute, which is directed by Dr. I. Keith Tyler, called for a series of basic discussion groups after each of the four plenary sessions, instead of the study and workshop groups of former years. The visitors also took part in 16 special interest clinics for the exchange of ideas. An estimated 700 persons were in attendance.

Setting the stage for this year's central theme, "The Role of Serious Broadcasting in Today's World," was keynoter Charles A. Siepmann, chairman of New York U. Dept. of Communications in Education.

The former Briton and one-time member of the BBC Board of Control said that educational broadcasters have failed to cope with a major problem of communications—to transmit ideas in terms people can understand—and that broadcasting will never be better than those who operate it or avail themselves of it.

The second major speaker at the kick-off session, Prof. Alan F. Griffin, social science expert in OSU's College of Education, stressed the need for closing the great gap between technical development and human development of individuals. "There is something appalling about a world whose technology has far outstripped its mind," he commented.

International Comparison

Henry R. Cassirer, television head of the Dept. of Mass Communications, United Nations Educational, Science & Cultural Organization, Paris, contrasted the difference between European and American television at Wednesday's general session, devoted to broadcasts of other countries. Mr. Cassirer said it is commonly assumed here that broadcasting is designed almost exclusively for the individual or private reception. Yet, in most countries there are very different patterns, particularly where the high cost of receivers is a long-range obstacle to home reception and where the standard of living is lower than in the United States and Great Britain. He cited the "Teleclubs" of French villages and the sets in Italy's community centers.

"The limited number of programs and broadcast hours per day in European countries is not merely the result of economic limitations but a fear that television may come to dominate the life of man instead of organically integrating itself into it," he asserted.

Edward Stanley, NBC manager of public service programs and chairman of the clinic on "The Value Theory of Television," told guests at the luncheon meeting that "we must continuously increase the rewards we offer a viewer for his time and we can do this only by increasing the depth of the experience, by extending areas of interest, excitement and understanding.

Studies of broadcasting as an industry were rare 13 years ago when he joined the FCC, and they still are rare in 1956, declared Hyman G.

B. B. Dilson, one of America's truly fine disc jockeys! His knowledge of rock-and-roll music and his dynamic delivery have captured the rhythm-loving Heart of America.

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Goldin, chief of the economics division of the Broadcast Bureau.

Commending the few universities which have established communications centers, Mr. Goldin said at the research clinic branches that few publications have appeared from these centers dealing with the public policy aspects of the communications field. He lamented the relative dearth of research on the economics and policy aspects of the broadcast media.

Reviewing the studies the FCC itself has made, Mr. Goldin said one of the purposes and objectives of the Commission's current network study is to find out whether the present structure of the radio and television networks and their relations with their affiliates and other components of the industry tend to foster or impede the maintenance and growth of the two media. The study is expected to be completed by July 1957.

Directing his comments at commercial broadcasting, Harold Ross, labor economist with the NARTB, reported that as of March 1, 1956, the combined time sales in 1955 for both radio and television amounted to about $1.1 billion. Talent and program charges probably added revenues of about $130 million. He estimated total employment at 85,000.

Programming Suggestions

A special general session of the institute featured a demonstration on Ohio U.'s WOSU-TV to show the variety of approaches in presenting a single educational idea by television. Three producers took the same basic objective and worked within the same low-budget limitation of a typical local station. The subject chosen was mental illness. Taking part in the session were Robert Wald, producer of NBC-TV's *American Inventory;* Lewis Freedman, producer of CBS' *Camera Three,* and Ben A. Hudelson, production supervisor, WBZ-TV Boston.

In summing up the four-day institute at the closing session, Richard Pack, vice president in charge of programming, Westinghouse Broadcasting Co., urged commercial broadcasters to support the institute. He said there had been an "unfortunate" tendency on the part of some commercial people to ignore the institute in recent years. "I can understand their reluctance," he said, "for there has been a tendency, until recently, on the part of some academic groups to criticize the efforts of the commercial broadcasters. I believe this attitude is changing. The kind of criticism I find now is more mature and more constructive than it once was."

He said commercial broadcasters were going to have to work closely with educational groups in the future "because we must call upon the educational stations to help us create new talent—to keep our medium fresh with new faces and new ideas." He said commercial broadcasting was becoming "a more serious business" because of events of the past few months.

Among the allied groups meeting concurrently with the institute were affiliated stations of the Educational Television & Radio Center at Ann Arbor, Mich.; National Convention of Alpha Epsilon Rho, national radio-tv fraternity; National Assn. of Educational Broadcasters; Junior Town Meeting League; Assn. of Junior Leagues Inc., and American Council for Better Broadcasts.

Educational Tv Station Films Series on Presidency

WQED (TV) Pittsburgh, educational television station, is filming a seven-program series, *Prelude to the Presidency,* designed to explore, explain and evaluate the presidential nominating process for the American voter.

The series is one of three on politics being distributed by the Educational Television & Radio Center, Ann Arbor, Mich., and features discussions by presidential candidates and leading political figures of both major parties.

Prelude to the Presidency, produced by Robert McCully, is being filmed under a special grant from the Falk Foundation in Pittsburgh for national distribution to the 20 operating educational tv stations beginning in June.

Scholarship Contributed

DR. FRANCES HORWICH, "Miss Frances" of NBC-TV's *Ding Dong School* and supervisor of NBC-TV children's programs, has donated two full tuition scholarships of $175 each for use during the sixth annual Barnard College (N. Y.)-NBC Summer Institute of Radio-Tv, June 25-Aug. 3. The scholarships will be awarded on the basis of academic qualifications and financial need, and are open to one male and one female college graduate. Applications must be submitted before May 15, and may be obtained from Miss Suzanne Davis, coordinator of the institute, at 112 Milbank Hall, Barnard College, New York 27, N. Y.

EDUCATION PEOPLE

Donald E. Nelson, WNEB Worcester, Mass., to U. of Connecticut, Storrs, as radio-television supervisor, succeeding **Michael J. Ambrosino,** now directing experimental tv project in Schenectady, N. Y. public schools.

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—PROGRAMS & PROMOTIONS—

KTTV (TV) POPS FOR POPCORN

BUSHELS of popcorn in a huge plastic bag, complete with scoop and paper bags to eat it from, were distributed to the trade last week by a Hollywood model for KTTV (TV) Los Angeles to promote the premiere for first films acquired in a $500,000 package-buy from Columbia Pictures' subsidiary Screen Gems [B•T, March 26]. A film reel can filled with $100 million in stage money accompanied the popcorn to emphasize the original production value of 104 films being aired two a week on *Three Hour Theatre,* Sundays 6-9 p.m. Pacific time.

MYSTERY WRITERS SEE SERIES

IN preparation for the fall release of its new half-hour tv film series, *The Mystery Writers Theatre,* Screen Gems Inc., New York, held a private screening of an episode of the program for 400 mystery writers and their guests April 19. The film was presented as a feature of the tenth annual Edgar Allan Poe Awards Dinner of the Mystery Writers of America in New York.

'OUT OF DARKNESS' REPEATED

WYETH Labs Div. of American Home Products sponsored a repeat telecast of CBS-TV's "Out of Darkness" documentary on mental health, April 29, 5-6 p.m. EST, pre-empting the time periods held by *Face the Nation* and *The CBS Sunday News.* "Out of Darkness" was telecast originally March 18 as a 90-minute program, pre-empting *Omnibus.*

JOHNNY CARSON SHOW SET

JOHNNY CARSON, for the past season star of his own Thursday night show but dropped last month by General Foods Corp., will return to CBS-TV, beginning May 28, with a 30-minute across-the-board weekday program, replacing *The Robert Q. Lewis Show.* Program, to be seen Mon.-Fri., 2-2:30 p.m. EDT, will originate from Hollywood.

WBZ-TV MAILS BASEBALLS

WBZ-TV Boston, which has obtained exclusive rights to all Red Sox games on tv, has sent out 400 autographed baseballs to advertising agencies throughout the United States as a promotion piece. The baseballs were autographed by members of the 1956 Red Sox team.

DESIGNED FOR TEENAGERS

WALT Tampa, Fla., has signed Pepsi-Cola to an-hour-a-day, six-days-a-week show designed for teenage audiences. Youngsters are invited to the studio each afternoon to drink Pepsi, make reports on fan clubs, school news and record popularity. Ed Bray is host.

KDKA-TV ADOPTS 'KADEY'

IN ORDER to brighten usually uninteresting announcement slides used to alert viewers to the fact that network programs have been interrupted, KDKA-TV Pittsburgh has adopted 'Kadey,' an impish little miss who informs viewers of the trouble and, at the same time, adds a touch of humor to the glum announcements.

'LUTHERAN HOUR' ADDS NBC

THE *Lutheran Hour,* currently heard on MBS, Sunday, 1:30-2 p.m. EST, also will be on NBC Radio at the same time in the East, beginning July 1. The program, sponsored by the Lutheran Laymen's League, through Gotham-Vladimir Adv., New York, also will be heard 12:30-1 p.m. CST and 4:30-5 p.m. MST.

'ONION PATCHING' PAYS OFF

A WELL-EXPRESSED wish to leave the "onion patch" for far-away places won for Mrs. Marion Canham a DC-7 flight from her onion patch outside Kankakee, Ill., to palatial lodgings in the Sheraton-Palace Hotel in San Francisco. The prize was offered on American Airlines' *Music 'Til Dawn* program, conducted by Jay Andres on WBBM Chicago, one of five CBS outlets carrying the music series. The two-week competition, instituted to promote the American Airlines' flight between Chicago and San Francisco, drew 3,992 letters on "I Want to Fly to San Francisco Because . . ."

WPIX (TV) TO FEED BALL GAMES

WPIX (TV) New York, which is telecasting 172 home games of the New York Giants and the New York Yankees, will feed portions of its baseball coverage to WATR-TV Waterbury, WNHC-TV New Haven and WMGT (TV) Adams, Mass. WATR-TV is picking up all Giant home games; WNHC-TV, 19 Yankee home games and nine Giant home games, and WMGT (TV), 24 Giant home games. Jacob Ruppert Brewery will sponsor the Giant contests and P: Ballantine & Sons and R. J. Reynolds Tobacco Co. the Yankee games.

KRAFT RESCHEDULES TV HIT

KRAFT Foods Co. will repeat its "A Night to Remember" dramatization of the sinking of RMS Titanic, May 2 on *Kraft Television Theatre* (NBC-TV, Wednesday, 9-10 p.m. EDT). The show, originally telecast live last month, will be a kinescope on the repeat performance. Agency: J. Walter Thompson Co., N. Y.

KTVH (TV) PROVIDES EAR APPEAL

WICHITA WINDY, famed in his hometown and in trade promotions as the trademark of KTVH (TV) Wichita-Hutchinson, Kan., has gone to the ladies' heads in the form of earrings. The ceramic costume pieces picturing the station imp were distributed to the ladies of Wichita through husbands and gallant friends who participated in Wichita's annual Trade Tour, conducted throughout Kansas and Oklahoma April 23-28.

WJW STRIKES COIN MEMENTO

IN OBSERVANCE of the dedication of its new building WJW-AM-FM-TV Cleveland, Ohio, has issued a silver coin key chain. The half-dollar size coin carries on one side an engraving of the building, the date and name, Storer Broadcasting Company, Cleveland, Ohio. WJW call letters dominate the reverse side with the motto, "Enlightenment • Entertainment • Public Service" inscribed around the medal's border.

Alabama Homesite

AMONG the many gifts to the Prince and new Princess of Monaco was an offering from WFPA Fort Payne, Ala. The station, on behalf of owner George Gothberg and Mrs. Gothberg, and the WFPA personnel and listeners, sent the newlyweds a legally executed deed for one square foot of property at its Lookout Mountain transmitter site.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
April 19 Through April 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 25

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,840	221	394	164
Fm	536	532	44	24	1

FCC Commercial Station Authorizations
As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 25

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	350	96	446[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	313	311	624[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend. Vhf	Uhf	Total
Commercial	981	337	769	549	1,319[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,042	337	803	576	1,379[5]

[1] **166 cps (32 vhf, 134 uhf) have been deleted.**
[2] **One educational uhf has been deleted.**
[3] **One applicant did not specify channel.**
[4] **Includes 34 already granted.**
[5] **Includes 642 already granted.**

FCC ANNOUNCEMENTS
New Tv Stations . . .

ACTION BY FCC

Caguas, P. R.—American Colonial Bcstg. Corp. granted vhf ch. 11 (198-204 mc); ERP 2.67 kw vis., 1.34 kw aur.; ant. height above average terrain 1,177 ft., above ground 237 ft. Estimated construction cost $35,809, first year operating cost $60,000, revenue $100,000. Post office address % WKVM, Box 4189, San Juan. Studio and trans. location on top of Cerro Marquessa Mt., near Caguas. Geographic coordinates 18° 16' 54" N. Lat., 66° 06' 46" W. Long. Trans. Gates, ant. RCA. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Kear & Kennedy, Washington. Permittee is licensee of **WKVM San Juan.** Granted April 25.

APPLICATIONS

Kalispell, Mont.—KGEZ Inc., vhf ch. 8 (180-186 mc); ERP 8.48 kw vis., 4.55 kw aur.; ant. height above average terrain 218.3 ft., above ground 316 ft. Estimated construction cost $106,100, first year operating cost $85,000, revenue $100,000. Post Office address Box 439, Kalispell. Studio location Kalispell. Trans. location Kalispell. Geographic coordinates 48° 12' 42" N. Lat., 117° 06' 48" W. Long. Trans. and ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer David Green, Spokane, Wash. Principals include KGEZ Inc. (81.7%), licensee of **KGEZ Kalispell;** Copper City Radio Co., (14.4%), licensee of **KBOW Butte, Mont.,** majority stockholer of KGEZ Inc.; Pres. **Frank Reardon** (1%), pres., majority stockholder of Copper City Radio Co., and Vice Pres. **Richard K. Vick** (2.4%), gen. manager of KGEZ. Filed April 19.

Longview, Wash.—Altru Bcstg. Co., uhf ch. 33 (584-590 mc); ERP 9.01 kw vis., 4.86 kw aur.; ant. height above average terrain 100 ft., above ground 333.49 ft. Estimated construction cost $62,000, first year operating cost $84,000, revenue $108,000. Post Office address 1451 Alaska St., Longview. Studio location Longview. Trans. location Longview. Geographic coordinates 46° 07' 28" N. Lat., 122° 56' 12" W. Long. Trans. and ant. RCA. Consulting engineer John Truhan, Longview. Principals are equal partners **W. Gordon Allen,** pres., 70% stockholder of **KGAL Lebanon, Ore.,** pres., 66.6% stockholder of **KGAE Salem, Ore.,** 50% stockholder of **KBAM Longview,** and sole proprietor of **KTIX Seattle, Wash.,** and **John Truhan,** 33.3% owner of KGAE, and 50% owner of KBAM. Filed April 25.

PETITIONS

Coos Bay, Ore.—Pacific Tv Inc. petitions FCC requesting amendment of Sec. 3.606 of Commission's rules by allocating ch. 25 to Coos Bay. If Commission issues rule-making to take such action, petitioner will request permission to amend its present application to specify ch. 25 in lieu of ch. 16; thereby eliminating need for long competitive hearing and making possible immediate grant of cp for new station on ch. 16. Petitioner and **KOOS Coos Bay** have pending mutually exclusive applications, each requsting cp for ch. 16 at Coos Bay, which have been designated for hearing by Commission in comparative and consolidated proceeding. Filed April 20.

Nadine, N. M.; Monahans, Tex.—Video Independent Theatres Inc. petitions FCC requesting amendment of Sec. 3.606 of Commission's rules by adding ch. 9 to Nadine and deleting ch. 9 from Monahans, and adding ch. 35 to Monahans. Filed April 20.

Existing Tv Stations . . .

ACTIONS BY FCC

KOOL-TV Phoenix, Ariz.—Granted mod. of cp to change name to KOOL Radio-Tv Inc. Granted April 19.

KFXJ-TV Grand Junction, Colo.—Granted mod. of cp to change ERP to 12.9 kw vis., 6.45 kw aur., (ant. minus 10 ft.). Granted April 20.

WNHC-TV New Haven, Conn.—FCC granted protest and petition for reconsideration filed by WNHC-TV to extent of postponing effective date of its Feb. 23 grant of assignment of cp of station **WGTH-TV Hartford, Conn.**, from General-Times Tv Corp. to CBS Inc., pending determination in hearing on May 28; made protestant bearing burden of proof party to proceeding. Action April 23.

KWGB-TV Goodland, Kan.—Granted mod. of cp to change ERP to 316 kw vis., 166 kw aur., install new ant. system, and make minor equipment changes. Ant.: 770 ft. Granted April 20.

APPLICATIONS

KOOK-TV Billings, Mont.—Seeks mod. of cp (which authorized new tv) to change ERP to 100 kw vis., 50 kw aur.; install new ant. system, and make other equipment changes. Filed April 25.

KLAS-TV Las Vegas, Nev.—Seeks cp to make changes in facilities of existing tv: change ERP to 57.7 kw vis., 28.8 kw aur., and make other equipment changes. Filed April 19.

WEWS (TV) Cleveland, Ohio—Seeks mod. of license to change ERP to 60 kw aur., and make minor equipment changes. Filed April 19.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp (which authorized new tv) to change ERP to 9.35 kw vis., 4.68 kw aur.; change studio location to 2 miles outside city limits, on property of Oregon Technical Institute, north-northeast of Klamath Falls, and request waiver of Sec. 3.613 of Commission's rules. Contingent on grant of application for assignment of cp to change name from KFJI Broadcasters. Filed April 25.

CALL LETTERS ASSIGNED

WYES (TV) New Orleans, La.—Greater New Orleans Educational Tv Foundation, ch. 8.

WAGM-TV Presque Isle, Me.—Aroostook Bcstg. Corp., ch. 8.

WXEL (TV) Boston, Mass.—Aiax Enterprises, ch. 38. Changed from WHMB (TV).

WPTZ (TV) North Pole, N. Y.—Great Northern Tv Inc., ch. 5. Changed from WIRI (TV).

WCYB-TV Bristol, Va.—Appalachian Bcstg. Corp., ch. 5.

New Am Stations . . .

APPLICATIONS

Pine Bluff, Ark.—Jefferson County Bcstg. Co., 1270 kc, 5 kw unl. Post office address Pine Bluff. Estimated construction cost $26,525, first year operating cost $36,000, revenue $45,000. Principals are equal partners Gen. Manager **Louis Alford,** Technical Dir. **Phillip D. Brady,** and Secy.-Treas. **Albert Mack Smith.** All are equal partners of **WAPF McComb, Miss.; WMDC Hazelhurst, Miss.,** and **WABL Amite, La.** Filed April 24.

Pine Bluff, Ark.—Radio Pine Bluff, 1590 kc, 1 kw D. Post office address Box 523, Greenville, Miss. Estimated construction cost $16,222, first year operating cost $36,000, revenue $48,000. Sole owner **W. L. Kent** is 50% owner of **WNLA Indianola, Miss.;** 50% owner of **WOKJ Jackson, Miss.,** and 40% owner of **WKDL Clarksdale, Miss.** Filed April 19.

Winnsboro, La.—Franklin Bcstg. Co., 990 kc, 1 kw D. Post office address Winnsboro. Estimated construction cost $14,725, first year operating cost $27,000, revenue $45,000. Principals include Pres. **James H. Martin** (48%), livestock interests; Vice Pres. **W. Gordon Allen** (48%), pres., 70% stockholder of **KGAL Lebanon, Ore.,** pres., 70% stockholder of **KOMB Cottage Grove, Ore.,** 50% stockholder of **KJUN Redmond, Ore.;** pres. of **KEED Springfield, Ore.,** pres., 66.3% stockholder of **KGAE Salem, Ore.,** 50% stockholder of **KBAM Longview, Wash.,** and sole proprietor of **KTIX Seattle, Wash.** Filed April 25.

APPLICATIONS AMENDED

Eureka, Calif.—Independent Broadcasters application seeking cp for new am to operate on 790 kc, 5 kw D, amended to change name of applicant to W. H. Hansen. Amended April 19.

Niles. Mich.—Lawrence J. Plym application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to change frequency to 1290 kc; power to 500 w; hours of operation to D; change trans. location and operate trans. by remote control from 416 Sycamore St., Niles. Amended April 19.

Benson, Minn.—West Central Minnesota Bcstg. Co. application seeking cp for new am to be operated on 1290 kc, 1 kw D, amended to change power to 500 w; change trans. location, and change studio location to "To be determined," Benson. Amended April 19.

Newark, N. Y.—T. K. Cassel application seeking cp for new am to be operated on 1420 kc, 500 w D, amended to change name of applicant to Radio Newark Inc. Amended April 24.

Portland, Ore.—James R. Roberts application seeking cp for new am to be operated on 1010 kc, 1 kw D, amended to specify studio location as Yeon and Kittridge Avenues, Portland. Amended April 19.

Dyersburg, Tenn.—Hamilton Parks application seeking cp from new am to be operated on 1330 kc, 500 w D, amended to change name of applicant to Southern General Bcstg. Co. Amended April 19.

Honolulu, Hawaii—James T. Ownby application seeking cp for new am to be operated on 1270 kc, 1 kw unl., amended to change frequency to 800 kc and make changes in ant. system. Amended April 19.

APPLICATION RESUBMITTED

Bucyrus, Ohio—Bucyrus Enterprises Inc. resubmits application seeking cp for new am to be operated on 1010 kc, 250 w D, DA. Resubmitted April 24.

Existing Am Stations . . .

ACTIONS BY FCC

KOOL Phoenix, Ariz.—Granted mod. of license to change name to KOOL Radio-Tv Inc. Granted April 19.

WPRC Lincolin, Ill.—Granted permission to sign off at 6 p.m., CST, from April 29 through Sept. 30. Granted April 16.

KLEE Ottumwa, Iowa—Granted permission to sign off at 7 p.m., CST, May through Aug., except for special events when station will be kept on air until regular sunset hours. Granted April 19.

WPRT Prestonsburg, Ky.—Granted mod. of cp to change ant.-trans. locations, and extend completion date for 90 days from date of grant. Granted April 20.

KBHM Branson, Mo.—Granted mod. of cp to change ant.-trans. and studio locations and make changes in ant. (decrease in height). Ant.: 121 ft. Granted April 19.

WLOK Memphis, Tenn.—Granted mod. of license to change name to WLOK Inc. Granted April 18.

KREL Baytown, Tex.—Application seeking cp to change DA-D pattern dismissed at request of attorney. Dismissed April 25.

WATW Ashland, Wis.—Granted permission to operate from 6 a.m. to 9 p.m. Monday through Saturday, and from 7:55 a.m. to 7 p.m. on Sunday, for period of 90 days. Granted April 16.

APPLICATIONS

WNDU South Bend, Ind.—Seeks license to cover cp which authorized changes in ant.-trans. locations to center of block bounded by Carroll, Monroe, and Columbis Streets, and Western Ave., South Bend, and make changes in ant. and ground system. Filed April 19.

WJKO East Longmeadow, Mass.—Seeks mod. of cp (which authorized change in ant.-trans. and studio locations, and change from DA-D to NON-DA) for extension of completion date. Filed April 25.

KGON Oregon City, Ore.—Seeks mod. of cp (which authorized change in frequency, and increase in power) for extension of completion date. Filed April 25.

WLOK Memphis, Tenn.—Seeks cp to increase power from 1 kw to 5 kw. Filed April 24.

WKTF Warrenton, Va.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio locations to Rt. 211, .2 miles northeast of Warrenton city limits. Filed April 25.

WBEL Beloit, Wis.—Seeks cp to change hours of operation from D to unl.; power from 5 kw D to 5 kw unl.; change from DA-D to DA-D and N; change trans. location, and make changes in ant. Filed April 25.

APPLICATION AMENDED

KSEM Moses Lake, Wash.—Application seeking mod. of cp (which authorized change in frequency; increase in power; installation of DA-N, and change trans. location) to increase D power from 1 kw to 5 kw, amended to change from DA-N to DA-D and N. Amended April 24.

CALL LETTERS ASSIGNED

KDAY Santa Monica, Calif.—KOWL Bcstg. Co., 1580 kc, 10 kw D. Changed from KOWL, effective May 1.

KROG Sonora, Calif.—Brewster E. Ferrel, 1450 kc, 250 w unl. Not changed to KDAY, effective June 1, as previously requested.

WLBA Gainesville, Ga.—Hall County Bcstg. Co. 1580 kc, 5 kw D.

WIRI Indianapolis, Ind.—Rollins Bcstg. Inc., 1590 kc, 5 kw D. Changed from WPTZ.

KLUV Haynesville, La.—Charles Edward Ray, 1580 kc, 250 w D.

KLVI Vivian, La.—Joel Ellis Wharton, 1600 kc, 500 w D.

KMRS Morris, Minn.—Western Minnesota Bcstg. Co., 1570 kc, 1 kw D.

KRFO Owatonna, Minn.—Owatonna Bcstg. Co., 1390 kc, 500 w D. Changed from KOBK.

New Fm Stations . . .

APPLICATION

Denver, Colo.—Good Music Assoc., 105.1 kc, 10 kw unl. Post office address 1197 Stout St., Denver 4. Estimated construction cost $5,800, first year operating cost $9,360, revenue $12,464. Sole owner **William Colin Kirk** is elevator sales and services dealer. Filed April 23.

Existing Fm Stations . . .

ACTIONS BY FCC

WCNT-FM Centralia, Ill.—Granted request to cancel license of fm station and delete call letters. Granted April 16.

(Continues on page 112)

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RADIO

Help Wanted

Managerial

Mississippi kilowatt daytimer needs young intelligent live-wire manager-salesman immediately. Congenial staff awaits you—$6500.00 year guarantee, plus commission. Opportunity unlimited. Write complete resume. Box 322G, B•T.

Upper midwest daytimer metropolitan market needed station-commercial manager with record of proved sales results in his present job. Full details, picture and availability for interview required. Box 362G, B•T.

Wanted—manager-engineer-announcer, 500 watts, Forest, Miss. Good salary and percentage. Permanent. Write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesman

We have an opening for an outstanding salesman and or sales manager, in our multiple operation. We offer high earnings and a real opportunity to the right man. Box 354G, B•T.

To the aggressive salesman here is the opportunity to sell for the top independent station in west Texas. Potential terrific. You make as much money as your ability permits. Salary and commission. Send full particulars, Radio Station KECK, Odessa, Texas. Roy Elsner, Manager.

Immediate opening for experienced salesman interested in settling permanently central California coast. Salary plus commission. Give background employment, references, photograph, KHUB, Watsonville, California.

Miami top-rated negro station can use experienced time salesman. Fastest growing station in fastest growing market. Send resume and references. Herb Schorr, WFEC, Miami, Florida.

Experienced salesman only for leading station in Michigan's 2nd city. Must be aggressive, top-notch calibre. We are only interested in men who have reached their peak in their present market and are now interested in moving into a large market. We'll give an excellent deal to the right man. Send full resume in first letter to WTAC, 740 S. Saginaw, Flint, Michigan.

Immediate opening experienced time salesman at Louisiana radio station. Write Box 1489, Alexandria, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted: Glib DJ—humorous adlib. Rhyming intros. Bright and breezy. Informal conversational (vernacular) style. Wanted by station Great Lakes area (Ill., Wis., Mich., Pa.) $125. Box 165G, B•T.

Announcer or salesman with first ticket needed in central Minnesota network station. Immediate opening. Box 245G, B•T.

Solid selling DJ for 5kw fulltime station in major Ohio market with music, news, sports format. Will pay for right man. Send tape, picture, background with first reply. Also need air newsman and reporter. Box 267G, B•T.

Florida 250, Mutual. Experienced only. One announcer-salesman, one announcer-copywriter, one fulltime announcer. Tape, picture, experience and references first letter. If you can produce first-class broadcasting for us we can produce first-class money for you. Box 320G, B•T.

Experienced announcer, 1st class ticket, to sell. Permanent man capable of moving into key position expanded operation northern California. Box 324G, B•T.

Experienced DJ—must know and like pop music—nothing zany or smart alec—top rated station midwest city 90,000—starting salary $75-$80. Box 325G, B•T

Wanted: Combo ticket-announcer. Best working conditions., security and advancement. Give details of your abilities. Box 331G, B•T.

Experienced radio announcer wanted by progressive kilowatt North Carolina daytimer, good commercial delivery, ability to do good disc shows a necessity. Congenial staff, forward looking station. Send qualifications, tape, picture, reference and expected salary in first letter. Box 352G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer. Contact Manager, KCNI, Broken Bow, Nebr.

Need immediately — announcer with 1st class ticket. Also good copywriter (male or female). Top salary to qualified personnel. Write, wire or call A. L. Andersen, General Manager, Radio Station KDSN, Denison, Iowa.

Announcer combo with first class phone. Must be excellent announcer. No technical work required. Salary $2.60 per hour. Complete details should include resume, tape showing versatility. Assistant Manager, KGA, Spokane, Washington.

Wanted: Announcer-salesman, experienced. Base salary plus liberal commission. Excellent future, insurance program, 5000 watt station. Reply references. Photo, complete information, Merle H. Tucker, Radio Station KGAK, Gallup, New Mexico.

Announcer-engineer. Immediate opening. 1000 watt daytimer in Texas panhandle. Fair pay while learning our setup. Must be good announcer. Reply KTUE, Tulia, Texas.

This 250 watt NBC affiliate in Arizona is looking for a good engineer-announcer, who wants to move west. Send full particulars to Willard Shoecraft, Manager, KWJB, Globe, Arizona.

Wanted immediately—announcer, emphasis on music, ability to project personality. Preferably this vicinity but not essential. Send tape, picture, complete details, minimum salary to Dick Campbell, WDVA, Danville, Virginia.

Wanted: Announcer with minimum one year experience. Contact Program Director, WFRL, Freeport, Illinois.

Experienced announcer. Sales ability desirable. WICY, Malone, New York.

Staff announcer-program director: Good pay, opportunity for advancement, excellent working conditions. Must be strong on news. Selling not required but will pay 20% commission. Send tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Hillbilly and gospel announcer with personality who can hold audience. Good pay, opportunity for advancement, excellent working conditions. Selling not required but will pay 20% commission. Send tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Announcer, 1st phone. Shirtsleeve climate, central Florida. Progressive market. Write or phone WLBE, Leesburg-Eustis, Florida.

Staff announcer, excellent opportunity for right person. Give complete working history and references in first letter. WMRE, Monroe, Georgia.

Straight staff for morning shift. Must have commercial experience. Strong on commercials, news and board operation. Draft exempt. 40 hour week, 6 days, paid vacation, opportunity for advancement with progressive company. Personal interviews or send tape, letter, photo, to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer with 1st class license to do early morning announcing shift and serve as chief engineer of fulltime 250 watt station. Ideal community and fine station operation. WPNF, Brevard, North Carolina.

Combo. Excellent working conditions. Howard R. Ward, WWBG, Bowling Green, Ohio. No floaters.

Technical

First class engineer-announcer. Must be able to maintain 250 watt station. $75.00—48 hours. Box 264G, B•T.

Immediate opportunity for combination engineer-announcer in south Georgia market. Must have first class license. Excellent working conditions. Immediatee reply necessary. Box 340G, B•T.

First class engineer-announcer with two years quality experience both categories. Require maintain remote control operation and good air performance. Full details, tape half hour and availability upper midwest interview. $100 or better depending. Box 363G, B•T.

Wanted: Radio engineer, first class license, directional experience preferred. Above average opportunity for the right man exists with stable organization. If interested in pleasant permanent working conditions and a good community in which to live, contact the Manager, Radio Station WONW, Defiance, Ohio.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer-announcer. Phone or write Manager, WPTX, Lexington, Maryland.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead. Long Island, N. Y.

Programming-Production, Others

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Creative? Aggressive? Immediate opening for traffic and copywriter in south Georgia market. Experience necessary. Box 341G, B•T.

Girl wanted as secretary to manager of music-news-sports station. Shorthand and bookkeeping required. Ideal working conditions. Permanent position. Full information and picture stating starting salary to WLLY, Hotel Raleigh, Richmond, Virginia.

Girl to handle traffic and some correspondence. Excellent pay to the right girl. WPAQ, Mt. Airy, N. C.

Situations Wanted

Managerial

Commercial manager metropolitan station seeks position as general manager radio station. University graduate, excellent sales record, 31, married, 2 children. Prefer city population over 10,000. Box 346G, B•T.

Salesmen

Experienced announcer wants sales position in Florida. 8 years all phases, including sales. Stable family man, with finest references. Box 364G, B•T.

Announcers

Good music—mature first phone combo, highly dependable, now employed, wants permanent place with good music station. Excellent news, commercials, commentary. Experienced and good at serious music. Tape, references on request. Box 261G, B•T.

Radio-tv announcer: Seeking position with future and stability. Metropolitan markets only. Eight years experience in am and tv. Presently employed. B.S. degree in radio and tv. Tape, resume on request Box 277G, B•T.

Announcer: DJ and commercial personality, authoritative news. 3rd class license. Single. Travel. Available immediately. Tape. Box 293G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 311G, B•T.

PD—morning DJ—desires same or midnight on versatile, local personality type—first phone—age 26—good voice—write copy-news . . . $400.00 minimum. Box 314G, B•T.

Recent graduate—strong news—DJ, seeking experience, salary no problem. Box 315G, B•T.

Announcer-engineer—1st phone. Present location 6 years. Family man. Desire permanent location in western New York. Box 317G, B•T.

Announcer, 4 years, news, DJ. Excellent voice. First phone, tape. Box 318G, B•T.

Top DJ for personality show. Good knowledge music. Specializing country-western. Records on major label. Tape-picture-references on request. Box 323G, B•T.

Top broadcasting school graduate looking for announcing start anywhere. Strong on news, commercials and sports coverage. Single, veteran, personable. Tape and photo available. Box 327G, B•T.

Experienced announcer-DJ. Single, sober, ambitious and young. Available now. Box 330G, B•T.

Vet, experienced, SRT graduate, good voice, ad-lib, news, relaxed DJ. Just what you need. Box 333G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Veteran with seven years experience desires placement in Minneapolis-St. Paul area for summer only. Starting school in fall. Complete background in all phases of independent and network operation. If you haven't hired your summer replacement yet, wire immediately. References, tape and photo on request. Box 337G, B•T.

Announcer—9 years experience, available. Prefer small town southeast. Box 338G, B•T.

Two years staff experience small station, desired larger market midwest to east. Box 342G, B•T.

Here's your summer replacement—veteran—single—presently with network affiliate—prefer western states—will consider others. Box 343G, B•T.

Big frog in little pond looking for big pond. Personality air-salesman. Most unique voice and presentation in the southeast. $100 minimum. Box 344G, B•T.

Announcer—10 years experience. 7 years radio, mostly DJ. 3 years tv. Also PD. Best voice. Desire permanent location good market. Box 350G, B•T.

Top morning DJ, Columbus, Ohio. 20 years experience radio-tv. Also vocalist. 36. Family man. Presently employed. Available June. Box 351G, B•T.

Want all night show. Will build audience. Prerequisites: Market in six figures, income in three. 27-married-presently working. Box 360G, B•T.

Sportscaster-top-flight play-by-play all sports. Eight years experience. Also experienced announcer and manager. Minimum salary $125.00 week. Box 365G, B•T.

3 years experience, DJ, announcer, sports news, sales, writer, college—broadcast school grad. Currently employed. Married. Highest references, tape and photo. Relocate. Box 367G, B•T.

Staff announcer, excellent news, commercials, good DJ. Experience light. College and SRT graduate. Married, veteran, dependable, travel, tape, resume. Anderson, 6833 Narrows Avenue, Brooklyn 20, N. Y.

Summer replacement. Staff announcer, DJ, announce winters over New York City fm station while attending Columbia University. Broadcasting school graduate. Any location. Available June. Bernie Bond, 447 Fort Washington Avenue, New York 33, N. Y. LOrraine 8-7599.

Summer replacement, radio-tv student with restricted license, news, DJ, top references. Have tape. Chuck Bowman, 517 N. Myers, Burbank, California.

Announcer-DJ. Two years experience. Know music, love music. Charlie Doll, 907 Clinton, Hoboken, N. J.

Experienced announcer. Voice. Excellent DJ, news, play-by-play, commercial, and interviews. Married, reliable, employed, ticket. Florida wanted. Dick Hoff, 316½ Eau Claire, Rice Lake, Wisconsin. Call 336WX or 550. Available immediately.

Recent graduate of SRT desires position in East. Authoritative news and selling commercial delivery. Available immediately. Tape George A. Jones, 141-04 Rockaway Beach Blvd., Belle Harbor, N. Y.

First phone, versatile announcer, 12 years experience, college graduate, available immediately. Call Jim Lynn, 4186, Henderson, Texas.

Expeienced announcer, DJ, news, work board. Adapt for tv work. John Perricone, 1143 Sutter Avenue, Brooklyn 8, N. Y. Tape, resume available.

Experienced announcer-first phone. Strong desire to learn sales—now employed. Box 571, Oakdale, Louisiana.

Technical

1st class phone, 7 years experience, 250 watts to 50,000 watts. Thorough maintenance. Desire responsible position. Family man. Excellent references. Box 339G, B•T.

Chief engineer-announcer, good voice. Wants to locate in the south. Minimum $90.00 week. Will also sell time. Experienced in all phases of radio. Wife is an excellent copywriter, and experienced on air. Box 347G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman—5 years experience—desires work on regional radio station. Top reporting, air work. Tape, resume on request. Box 259G, B•T.

Sell more news periods with your own foreign correspondents! Local listener and sponsor reaction will give your salesmen a proud presentation when you announce your own staff of foreign correspondents. Daily broadcasts by able newsmen abroad—personalized and pointed directly to your station with your call letters and sponsor's ID . . . and you don't have to raise your rates! Broadcasts from London, Paris, Bonn, Berlin, Rome, Cairo and other news centers—tailored for your station. You can't afford to pass up this ideal, low cost personalized news presentation. Exclusive to one station in each market. Write today for details. Box 290G, B•T.

Imaginative programming—news writing, editing. Features, domumentaries. Columbia journalism graduate; local newspaper background. Box 166G, B•T.

Music librarian. 15 years programming experience with major record stations. Desires to relocate in California. Available for interviews in California week of May 7. Box 355G, B•T.

Copywriter wanted: Male, trained, experienced, car, travel. After May 1st. Small town. Preferred. 4335 4th Ave. South, Minneapolis 9, Minnesota.

TELEVISION

Help Wanted

Managerial

Station manager wanted for moderate size vhf in southwest now making money. Should be experienced in sales and know-how to operate economically. Station now making money. Liberal salary and percentage. Box 101G, B•T.

Commercial manager for vhf channel 10 NBC-ABC, WGEM-TV. Send complete details, qualifications, expreienced, references, photo. Joe Bonansinga, WGEM-TV, Quincy, Illinois. Phone Baldwin 2-6840.

Salesmen

Earn $10,000 this year! CBS affiliate. Northeast. Top 100 market. Offers $5,200 guarantee plus top commission to aggressive, experienced tv salesman. Box 335G, B•T.

Experienced tv or radio time salesman. Excellent opportunity for the right man with possibility of advancement. Ideal working conditions, salary and expenses, plus commission. Reply by letter only, Local Sales Manager, WGLV-TV, Easton, Pennsylvania.

Technical

Established Florida west cost tv station needs experienced studio engineer with maintenance experience. Send complete resume and picture to Box 252G, B•T.

Wanted: Four first class radio telephone license engineers. Two for transmitter and two for studio transmitter TT-5A, RCA with 25 kw standard amplifier. Studio is RCA. Salary to match ability. Contact Bill Buford, Chief Engineer, KMID-TV, Midland, Texas. Phone Mutual 2-7321.

(Continued on next page)

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Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference requird. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediate opening for video engineer. Must be experienced all phases studio operation. DuMont equipment . . . Chuck Stanton, KOAT-TV Albuquerque, New Mexico.

Assistant chief and operators with first phone for RCA equipped Channel 2. Contact: Stan Sulek, 4850 Henderson Highway, Las Vegas, Nevada.

Programming-Production, Others

Production manager-director needed immediately for Pennsylvania's fastest growing CBS affiliate. Man we're looking for has at least one year directing experience. Will consider graduate with outstanding record. Send complete resume and references. Box 334G, B•T.

Tv promotion manager. Rocky Mountain metropolitan area. Experience necessary. $500-$600 start. Send all information and photo first letter. All replies treated as confidential and will be answered. Box 353G, B•T.

Producer-switcher. State network operation will consider television school graduate if outstanding. Need immediately. Progressive ownership. Box 366G, B•T.

Situations Wanted

Managerial

Manager-sales manager. Experience large and small markets. Strong local, national network sales. Excellent background all phases station operation. Responsible, family man, strong community interests. Box 310G, B•T.

Assistant station manager, operations-production manager-film director. Over eight years experience, all phases tv. Must leave present position—will relocate. Resume on request. Box 312G, B•T.

Sales manager - assistant general manager — 3 years tv sales manager. 6 years radio sales and management. Strong on national, regional and local sales. 34 years old. Excellent references. Presently employed. Box 329G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Managerial

General manager . . . excellent 25 year background all phases television, radio. Presently managing moderate sized tv-radio combination. Seeking more rewarding management opportunities with progressive operation. Box 348G, B•T.

Announcers

Team—commercial and show, man and girl, 4 years experience tv, now employed good sized midwest market net affiliate, desires opportunity larger market. Box 316G, B•T.

First phone, 2 years midwest regional indie. Employed. Journalism degree. Married. Vet. Want midwest. Box 332G, B•T.

Radio and tv or separate, 1st Phone, 26, family, 2 years college, lots of on camera time, and music and news experience. No play-by-play, no small towns. Sales in both radio and tv, all inquiries answered. Box 345G, B•T.

Technical

Relocate Florida. All phases tv operations. Prefer transmitter. Excellent references. Box 357G, B•T.

Chief engineer, 25 years radio, television and fm experience. 15 years as chief engineer. Box 368G, B•T.

Programming-Production, Others

Low-budget ideas—news and feature writing. Documentary writing, filming, editing. Columbia journalism graduate; local newspaper background. Box 167G, B•T.

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Advertising-promotion-publicity manager. Versatile, strong on ideas, fast on the draw. Currently employed with major radio-tv stations in the east. Produced prize-winning results with small budget. Can tailor copy for high-minded pitch or hard-sell, write on-the-air promotionals and public service that sound fresh and new. Knows production in ads, direct mail, booklets, billboards, transit cards. Want a job with less protocol than present one. Background of four years in "big city" radio-tv, three years of newswriting, one year feature writing. Family man, will travel to position with stable future. Box 225G, B•T.

Television director. Top qualifications . . . consider all offers. Guarantee approval. Box 313G, B•T.

Would like job writing and producing live commercials. A.B., SRT-TV, 33, six years free-lance writing, $5,000. Box 326G, B•T.

News director—handling top rated shows in major radio-tv market—seeking opportunity in new or expanding organization. 15 years experience. Box 349G, B•T.

Tv director experienced in all phases television production. Also studio and control room operation ability. Best references. Box 356G, B•T.

Somewhere in the 48 or possibly the future 49th there may be an opportunity to become a creative tv producer, director, announcer with medium-larger operation. This background might help—former PD, 6 years radio (some tv) prod., dir., ann., some PR . . . midwesterner, age 27, married, sober, reliable, will travel if opportunity warrants, college degree by mid-June. Further info on request. Box 358G, B•T.

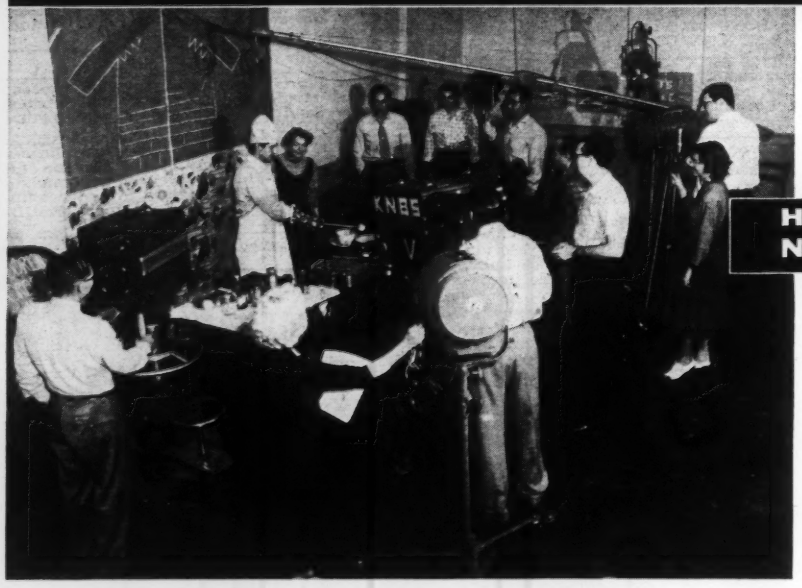
FOR SALE

Stations

Middle south, small market stations, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

West, mountain region, 5 kw, fulltime low frequency, priced with real estate at around annual gross, Norman Company, Box 534, Davenport, Iowa.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

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ASTING

FOR SALE

Stations

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly. 1737 De Sales St., N. W., Washington, D. C.

Equipment

Four image orthicon studio chains, from major network, with power supplies, lenses, dollies, monitors. Only $20,000 for the four. See them operate before purchasing. Box 336G, B•T.

Two RCA type 70-D turntables, complete with universal pickups, arms, and filters; but, less preamplifiers. Very good condition. $190.00 each or both for $350.00. Lester A. Mullan, Station KTRH, Houston, Texas.

Now accepting bids on RCA portable projector model TP-10, MI 26128 in good condition. Contact J. R. McKinley, KTVR, 550 Lincoln Street, Denver, Colorado.

1kw Western Electric 503 B-2 fm transmitter with Western Electric 1126-C limiter, 132 A amplifier, pre-emphasis network and Hewlett-Packard 335B fm monitor all in good condition. Write or call WLCS, Baton Rouge, La.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

230' base insulated self supporting tower. Heavy, galvanized. Now dismantled. WPAG-TV Ann, Arbor, Michigan.

For sale: General Electric frequency modulation equipment: Transmitter, antenna, monitor, transmission line and accessories. Sealed bids will be received in the office of the Business Manager, College Administrative Building until 10:30 a.m., May 14, 1956. The right is reserved to reject any and all bids and to waive any and all technicalities. Address Business Manager, A. and M. College of Texas, College Station, Texas, for further information.

WANTED TO BUY

Stations

Financially qualified principals interested in buying two or more vhf television stations in east or south, markets over 100,000 populations. All answers treated confidentially. Write Box 195G, B•T.

All, part, or lease good radio property in east or midwest. Interested in assuming management and building business. Reply to Box 359G, B•T.

Stations wanted. Ralph Erwin, Broker. Specializing in the private sale of theatres, radio stations and television properties. 1443 South Trenton, Tulsa.

Equipment

Audio oscillator, noise and distortion meter, gain set. Good operating condition—not necessary. Box 319G, B•T.

Used one kw am transmitter. Must be in good condition. State best price. WMRF, Lewistown, Pa.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1366.

RADIO

HELP WANTED

Programming-Production, Others

NEWSMAN

We need a trained *newsman* with journalism degree. If you've been in the TV business more than two years do not apply. Extensive experience not necessary, but you must have reporting and re-write ability plus ability to do on-camera news. This is a fine opportunity for the man who is willing to work with hustling news staff and get solid start in TV news. Station in operation two years in state capital. $300 a month to start.

Box 328G, B•T.

WANTED! Traffic Mgr.

RADIO-TV

Excellent opportunity for young person to build a long-range career with one of California's leading Broadcasters. Complete charge Traffic Department. Typing 55 wpm. Shorthand helpful. Must be experienced either Radio or TV Traffic. For interview write, wire or telephone Irma Davis, Hudson 1-4631.

KCRA
310-10th St., Sacramento

Situations Wanted

Managerial

National Sales and Advertising Manager

. . . wishes to join broadcaster, station representative or broadcast equipment manufacturer seeking expanded sales or distribution . . . offers long, successful experience in market research and development, sales planning & supervision . . . consistent record of five-figure earnings on over-write.

Box 361G, B•T.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

ADVERTISERS-AGENCIES

Situations Wanted

NETWORK NEWSMAN AVAILABLE

Nationally prominent news commentator seeks to change basic affiliate station due to personal circumstances.

Over 20 years experience; top executive and management background.

One of the nation's best air salesmen. Holds top billing at present for local territory.

Desires to stay in large metropolitan area . . . preference: New York, Chicago, Los Angeles, Washington, San Francisco.

Excellent earning record and background in all phases of radio and tv, covering all aspects of performance . . . foreign correspondent, national political campaign, special events.

Please write to Box 286G, B•T.

FOR SALE

Equipment

PROJECTION EQUIPMENT

Type TK-20D Film Camera, and Model 300 Projectall. Both in top condition, and with accessories.

Chief Engineer
WBAY-TV
Green Bay, Wisconsin

CONELRAD
Positive Warning System
Complete $105 plus freight. 115 volts, 60 cycles, 60 watts. Terms.
Conelred
Penacook, N. H.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

(Continues from page 106)

KMFM (FM) Mountain Park, N. M.—Granted cp to change ERP to 2.3 kw, ant. height to 230 ft., and make changes in ant. system. Granted April 17.

APPLICATION

KRFM (FM) Fresno, Calif.—Seeks cp to make changes in licensed station: change ERP to 67.84 kw; studio location to 2014 Tulare St., Fresno, and move trans. location 125 ft. (change geographic coordinates). Filed April 19.

CALL LETTERS ASSIGNED

WNBF-FM Binghamton, N. Y.—Triangle Publications Inc., 98.1 mc, 4.7 kw.

Ownership Changes . . .

ACTIONS BY FCC

KYOS Merced, Calif.—Granted involuntary transfer of negative control to **Florence Chatterton**, executrix of estate of **C. O. Chatterton**, deceased, former manager of KYOS. Granted April 19.

KSDA Redding, Calif.—Granted transfer of control (51%) to **Betty Maxine Farelle**, president, minority stockholder, for $5,500. Granted March 19.

KOZE Lewiston, Idaho—Granted assignment of license to Lewis Clark Bcstg. Co. for $6,000. One-third owner **Boyde W. Cornelison** is retiring from company. Remaining owners **Eugene A. Hamblin** and **John H. Matlock** will each hold 50%. Granted April 16.

WCUM Cumberland, Md.—Granted assignment of license of station (formerly WDYK) to **Tower Realty Co.** Corporate change only; no change in control. Granted April 16.

WREB Holyoke, Mass.—Granted transfer of control to **Bertha C. Wakelin**, *et al.* Transaction is change from corporate status to individual stockholders. Granted April 16.

WLEW Bad Axe-WHLS Port Huron, Mich.—Granted assignment of licenses to Stevens-Wismer Bcstg. Co. for $33,333. Part owner **Herman L. Stevens** is selling his 33.3% interest to remaining equal owners **John F. Wismer** and **Harmon L. Stevens**. Granted April 17.

KGLC Miami, Okla.—Granted transfer of control to **George L. Coleman**, *et al.* for $13,890. Sale is to licensee corp. and does not affect control. Granted April 19.

WJAK Jackson, Tenn.—Granted assignment of license to **Dr. Alexander Leech**, for $15,000. Dr. Leech, presently 50% owner of station, is buying remaining 50% interest from his brother **William S. Leech**. Granted April 19.

KBEC Waxahachie, Tex.—Granted transfer of control to **Ellis County Bcstg. Service**. Corporate change. Granted April 16.

WACH-AM-TV Newport News, Va.—Granted involuntary assignment of license and permit, respectively, to **Russell A. Collins**, trustee. Granted April 19.

WDLB-AM-FM Marshfield, Wis.—Granted assignment of licenses to **Clarkwood Bcstg. Corp.** Corporate change only; no change in control. Granted April 16.

APPLICATIONS

KWCB Searcy, Ark.—Seeks transfer of control to **C. N. Dodd** through purchase of 40% of stock for $24,000. Mr. Dodd plans to give his wife **Mary Dodd**, and his daughter **Carlene Dodd** 10.8% interest each. Filed April 25.

KRFC Rocky Ford, Colo.—Seeks assignment of license to **Arkansas Valley Bcstg. Co.** for $20,000 plus assumption of $9,344.08 in liabilities. Principals are **Ray J. Williams** (60%), pres., stockholder of Telerad Inc., broadcast management consultant, and employee of **KCSJ-AM-TV Pueblo, Colo.**, and **James L. Littlejohn** (40%), managing partner of **KRFC**. Filed April 19.

KWAD Wadena, Minn.—Seeks assignment of license to **KWAD Bcstg. Co.** for $60,050. Principals are Pres. **Robert E. Ingstad** (66%), pres., majority stockholder of **KOVC Valley City, N. D.**, **KEYJ Jamestown, N. D.**, and **KBMW Breckenridge, Minn.**; Vice Pres. **Marlin Obie** (33.3%), commercial manager of KOVC and gen. manager of KWAD. Filed April 25.

KLOS Albuquerque, N. M.—Seeks assignment of cp to **B & M Broadcasters Inc.** Corporate change. Filed April 25.

WCHS-AM-TV Charleston, W. Va.—Seek involuntary transfer of control to **Kanawha Banking & Trust Co.**, and **Mrs. Helen Scott Tierney**, co-executors of **Lewis C. Tierney**, deceased. Filed April 23.

Hearing Cases . . .

FINAL DECISION

Caguas, P. R.—FCC made effective immediately initial decision released March 7 and granted cp to American Colonial Bcstg. Corp. for new tv station to operate on ch. 11 in Caguas. Action April 25.

INITIAL DECISIONS

Herkimer, N. Y.; New Bedford, Mass.; Pittsfield, Mass.—Hearing Examiner Basil P. Copper issued initial decision looking toward grant of following applications: (1) Louis Adelman, Norman E. Jorgensen and Seymour Krieger, d/b as Radio Herkimer, for new am station to operate on 1420 kc, 1 kw, D in Herkimer (2) Bay State Bcstg. Co., to change facilities of **WBSM New Bedford**, from 1230 kc, 100 watts unl., to 1420 kc, 1 kw unl., employing same DA-D and N; and (3) Western Massachusetts Bcstg. Co. to change facilities of station **WBEC Pittsfield**, from 1490 kc, 250 watts, unl., to 1420 kc, 1 kw, unl., employing different DA-D and N. Action April 24.

McKeesport, Pa.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Television City Inc. for new tv station to operate on ch. 4 in McKeesport, and denied of competing applications of **WCAE Wilkinsburg**; Matta Enterprises, Braddock; Wespen Television, Inc., Irwin; and Irwin Community Television Co., Irwin, all Pennsylvania. Action April 23.

OTHER ACTIONS

WFPA Fort Payne, Ala.—FCC, on petition by George A. Gothberg Jr., postponed oral argument from May 7 to "without date" in proceeding involving application for renewal of license of **WFPA**. Action April 25.

Clarksburg, W. Va.—FCC denied petition by Clarksburg Publishing Co. for reconsideration and modification of Commission's hearing order in connection with application of Ohio Valley Bcstg. Corp. for new tv station (WBLK-TV) to operate on ch. 12 in Clarksburg. Clarksburg Publishing Co. wanted burden placed on applicant. Action April 25.

Caguas, P. R.—FCC took following actions on petition and pleadings by Supreme Bcstg. Co., requesting reconsideration of Commission's action of Feb. 23 in dismissing with prejudice its application for new tv to operate on ch. 11 in Caguas: (1) denied petition for rehearing and certain related pleadings, and (2) dismissed certain other pleadings. Action April 25.

Routine Roundup . . .

April 19 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WKMF Flint, Mich.—Ordered that hearing shall commence June 25 re am application of **WKMF Flint**. Action April 13.

North Central Bcstg. Co., Munising, Mich.; Munising-Alger Bcstg. Co., Munising—Granted petition of North Central to dismiss without prejudice its am application, and removed from hearing status and returned to processing line application of Munising-Alger. Action April 17.

WCOC-TV Meridian, Miss.; Laurel Tv Inc., Laurel, Miss.—Ordered that hearing shall commence June 25 on applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta, in lieu of ch. 30 in Meridian and Laurel Tv Inc., for new tv station to operate on ch. 7 in Laurel. Action April 17.

By Hearing Examiner Hugh B. Hutchison

WPLA Plant City, Fla.; R. E. Hughes, Auburndale, Fla.—Granted petiton of R. E. Hughes for leave to amend his am application (1) to change frequency to 1570 kc, contingent upon grant of Hughes' am application to operate on 910 kc; (2) to change proposed trans. site; and (3) to submit revised estimates of operating expenses and revenues; hearing scheduled for April 30 is cancelled and applications, as amended, are removed from hearing and returned to processing line. Action April 17.

By Hearing Examiner J. D. Bond

Osage Bcstg. Co. Bartlesville, Okla.—Granted petition for continuance of prehearing conference and hearing from April 19 to April 30, to such dates as may be fixed by subsequent order, re its application and that of Stephenville, Bcstg. Co., Tahlequah, Okla. Action April 17.

WOPA Oak Park, Ill.—Granted petition for leave to amend its am application to show in its application addition of fourth partner, WOPA, Inc. Action April 17.

Franklin Bcstg. Co., Philadelphia, Pa.—Granted petition for continuance of hearing from April 18 to June 18 re its am application and that of Rollins Bcstg. of Delaware Inc., Philadelphia, and ordered that prehearing conference will be held May 15. Action April 17.

Broadcast Bureau—Granted petition for extension of time from April 17 to and including April 27 to file proposed findings and conclusions and from April 27 to May 7 for filing reply briefs in matter of transfer of control of Lebanon Television Corp., permittee of **WLBR-TV Lebanon, Pa.** Action April 17.

April 19 Applications

Accepted for Filing

License to cover Cp

KDSN Denison, Iowa—Seeks license to cover cp which authorized new am.

WKMI Kalamazoo, Mich.—Seeks license to cover cp which authorized change from DA-2 to DA-N, operate trans. by remote control from 414 S. Burdick St., Kalamazoo, while employing non-dir. ant.

License to Cover Cp Returned

KANO Anoka, Minn.—Application seeking license to cover cp which authorized new am returned. Dated wrong.

WTCS Fairmont, W. Va.—Application seeking authority to determine operating power by direct measurement of ant. power returned. Sec. 1 not filed.

Modification of Cp

WEEK-TV Peoria, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 30.

KVTV (TV) Sioux City, Iowa—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to June 1.

KFJZ-TV Fort Worth, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KOSA-TV Odessa, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 16.

Renewal of License Returned

KMUW (FM) Wichita, Kan.

Renewal of License Resubmitted

KBIX Muskogee, Okla.

April 23 Applications

Accepted for Filing

Modification of Cp

WNIA Cheektowaga, N. Y.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WPRO-TV Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 19.

License to Cover Cp

WMUA (FM) Amherst, Mass.—Seeks license to cover cp which authorized changes in licensed station.

KUHT (TV) Houston, Tex.—Seeks license to cover cp which authorized new non-commercial educational tv and to specify studio location as Ezekiel Cullen Bldg., U. of Houston Campus, 3801 Cullen Blvd., Houston.

Renewal of Licenses

KFKU Lawrence, Kan.; KWON Bartlesville, Okla.

April 24 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 20

KDEN Denver, Colo.—Granted license for am station.

WABV Abbeville, S. C.—Granted license for am station.

WLFM Appleton, Wis.—Granted license for noncommercial educational fm station.

WMRY New Orleans, La.—Granted license covering increase in power.

WGGH Marion, Ill.—Granted license covering increase in power and installation of DA-D

WTKO Ithaca, N. Y.—Granted authority to operate trans. by remote control from 113 Cayuga St.

Following were granted extensions of completion dates as shown: **KWFB Weatherford, Tex.**, to 9-11-56, conditioned that program tests will not be authorized until Roy Thomas Gibson has divested himself of all interest in station **KRLD Dallas, Tex.**; **KOSA-TV Odessa, Tex.**, to 11-16-56; **WESH-TV Daytona Beach, Fla.**, to 8-10-56; **WOSU-TV Columbus, Ohio**, to 7-1-56; **KMID-TV Midland, Tex.**, to 11-30-56; **KBST-TV Big Spring, Tex.**, to 11-5-56; **KURA Moab, Utah**, to 7-22-56.

Actions of April 19

WCBG Chambersburg, Pa.—Granted license for am station.

KGHM Brookfield, Mo.—Granted license for am station.

WNIA Cheektowaga, N. Y.—Granted extension of completion date to 5-20-56; conditions.

WCAR Pontiac, Mich.—Granted extension of completion date to 8-11-56.

Actions of April 18

WDOV-FM Dover, Del.—Granted license for fm station; conditions.

Actions of April 17

WGYV Greenville, Ala.—Granted license covering change of facilities.

WINN Louisville, Ky.—Granted authority for remote control operation of alternate main trans. from 333 Guthrie St. (studio location).

Following were granted extensions of completion dates as shown: **WKAT-FM Miami Beach, Fla.**, to 11-12-56; **KDKA-TV Pittsburgh, Pa.**, to 8-

10-56; **WFMJ-TV Youngstown, Ohio,** to 11-13-56; **KDUB-TV Lubbock, Tex.,** to 10-20-56; **KTVI (TV) St. Louis, Mo.,** to 11-9-56; **WJBK-TV Detroit, Mich.,** to 11-14-56; **KARK-TV Little Rock, Ark.,** to 7-20-56; **WTRA Latrobe, Pa.,** to 7-1-56.

April 24 Applications

Accepted for Filing

License to Cover Cp

KOOL-TV Phoenix, Ariz.—Seeks license to cover cp which authorized new tv, and to specify studio location as 511 W. Adams St., Phoenix.

KSLA-TV Shreveport, La.—Seeks license to cover cp which authorized new tv, and to specify temporary studio location as Washington-Youree Hotel, Shreveport.

WISN-TV Milwaukee, Wis.—Seeks license to cover cp which authorized new tv, and to specify studio location as 759 N. 13th St., Milwaukee.

Modification of Cp

WBOC-TV Salisbury, Md.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WSBA-TV York, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 22.

KETC (TV) St. Louis, Mo.—Seeks mod. of cp (which authorized new non-commercial educational tv) for extension of completion date.

Modification of Cp Returned

WCUM Cumberland, Md.—Application seeking mod. of cp (which authorized change in ant.-trans. and studio locations) to side mount fm ant. on am tower returned. Unnecessary.

Cp

KTRB-TV Modesto, Calif.—Seeks cp to replace expired cp which authorized new tv.

Renewal of License

WHHS (FM) Havertown, Pa.

SCA

KHFM (FM) Albuquerque, N. M.; WPEN-FM Philadelphia, Pa.

April 25 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Yuma, Ariz.—Valley Telecasting Co. granted petition for extension of time to and including April 27, to reply to petition of Wrather-Alvarez Bcstg. Inc., Yuma (ch. 13), for reconsideration and deletion of issue in this proceeding. Action April 23.

Broadcast Bureau—Granted petition for extension of time to and including April 30 to file response to petition of Southeastern Bcstg. System, Macon Ga., for review of examiner's ruling in am proceeding re its application. Action April 23.

By Commissioner Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to and including April 30 to file responses to petitions filed by **KOB Albuquerque, N. M., ABC New York,** and **KWBU Corpus Christi, Tex.,** for modification or clarification of issues in Commission's March 23 Memorandum Opinion and Order re applications of KOB for mod. of cp, license to cover cp as modified, and authority to determine operating power by direct measurement. Action April 19.

Broadcast Bureau—Granted petition for extension of time to and including April 27 to file responses to petition by American Tv Co. Inc. for dismissal of assignment application (**KNAC-TV Fort Smith, Ark.,** to Southwestern Publishing Co.), and grant of application for extension of time to construct station KNAC-TV, and petition by Southwestern to set aside initial decision and reopen record for taking of further evidence. Action April 19.

By Chief Hearing Examiner James D. Cunningham

WPLA Plant City, Fla.—Granted motion for dismissal of its petition of March 19, requesting, among other things, that application of R. E. Hughes, Auburndale, Fla., be dismissed. Action April 24.

By Hearing Examiner James D. Cunningham

Pine Bluff, Ark.—On examiner's own motion, ordered that hearing conference in am proceeding re B. J. Parrish, Pine Bluff, is continued from April 24 to April 27. Action April 24.

By Hearing Examiner Herbert Sharfman

Pachuta-Laurel, Miss.—Ordered that prehearing conference is scheduled for April 30, re applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta, in lieu of ch. 30 in Meridian, and Laurel Tv Co. for new tv station to operate on ch. 7 in Laurel. Announced April 25.

WKNB-TV New Britain, Conn.—On oral request of NBC, and without other objections, ordered that prehearing conference scheduled for April 24 is continued to May 1, re applications for mod. of cp for WKNB-TV New Britain, and for transfer of control of that station from New Britain Bcstg. Co. to NBC. Action April 25.

American Bcstg.-Paramount Theatres Inc.—Granted motion to correct transcript in re application for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mex.** Action April 24.

By Hearing Examiner J. D. Bond

WLBR-TV Lebanon, Pa.—Upon motion by WHP-TV, WTPA (TV), and WCMB-TV, all Harrisburg, and **WHUM-TV Reading,** protestants to grant of transfer of control of **WLBR-TV Lebanon,** ordered that transcript be corrected in various respects. Action April 20.

By Hearing Examiner Annie Neal Huntting

Elizabethtown, Pa.—Issued first statement concerning prehearing conferences and order in am proceeding on applications of Musser Bcstg. Co., Elizabethtown, setting forth agreements and requirements which shall govern course of proceeding, and continued hearing from April 30 to May 22; scheduled prehearing conference for May 11. Announced April 25.

By Hearing Examiner Basil P. Cooper

WSUH Oxford, Miss.—Upon petition filed April 16 by WSUH Oxford, et al., further amended prior order for conduct of hearing so as to provide following time schedule: (a) All exhibits and written testimony to be offered in evidence in response to Issues 1, 2 and 3 shall be exchanged on or before May 21 in lieu of April 18; (b) Formal hearing will begin June 18, in lieu of April 30; and (c) Date controlling further hearing in accordance with paragraph 3 of original order is June 18. Announced April 25.

April 25 Applications

ACCEPTED FOR FILING

Modification of Cp

WTRA Latrobe, Pa.—Seeks mod. of cp (which authorized new am) to make changes in ant.

WAGA-FM Atlanta, Ga.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

License to Cover Cp

WTSP-FM St. Petersburg, Fla.—Seeks license to cover cp which authorized changes in licensed station.

WDAK-TV Columbus, Ga.—Seeks license to cover cp which authorized new tv, and to specify studio location as 1307 1st Ave., Columbus, and trans. location as 2.6 miles west of Columbus. P. O., Bailey Mountain, Phenix City, Ala. (not a move).

UPCOMING

APRIL

April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 1: BMI Clinic, Trenton, N. J., and Des Moines, Iowa.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 9: BMI Clinic, Springfield, Ill., and Nashville, Tenn.
May 10: RAB Clinic, New York.
May 11: BMI Clinic, Indianapolis, Ind., and Orlando, Fla.
May 13: BMI Clinic, Wichita, Kans.
May 13-19: National Radio Week.
May 14: BMI Clinic, Rochester, N. Y.
May 16: BMI Clinic, Jefferson City, Mo., and Boston, Mass.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 18: BMI Clinic, Omaha, Neb., and Portland, Me.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.
May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.
May 21: BMI Clinic, Columbus, Ohio.
May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.
May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.
May 23: BMI Clinic, Grand Rapids, Mich.
May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.
May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.
June 6: BMI Clinic, Great Falls, Mont.
June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).
June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.
June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.
June 11: BMI Clinic, Salt Lake City, Utah.
June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.
June 13: BMI Clinic, Sheridan, Wyo.
June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.
June 15: BMI Clinic, Estes Park, Colo.
June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Those DST DT's

THE main offices of this publication being in a community which was to switch from standard to daylight time yesterday, we shall be operating today with our clock set an hour ahead of the time it was keeping when this editorial was written.

In the interval between composition and delivery, we will have lost only an hour. Some television network people will have lost their wits. It takes an exceptionally stable personality to keep his balance during the annual upheaval of summer time changes.

As of today quite a few communities are observing Daylight Saving Time. Quite a few others are sticking with Standard Time. At the end of summer some communities which have been on daylight will go back to standard, while others will stay on daylight until well into the autumn. If this sounds confusing, it is intentional. A discussion of daylight and standard time, under present arrangements, cannot be conducted with clarity.

Radio neworks have to some extent relieved the difficulties of summer operation by using audio tape for delayed broadcasts to deliver programs at accustomed local hours. Next summer, television will be able to accomplish the same effects through the use of video tape. The pity is, of course, that Ampex was unable to bring out its television tape equipment until too late for application to summer schedules this year.

The simplest and least expensive solution to the summer time problem would be for the Congress to put the entire nation on uniform time. A bill to achieve that happy aim has been gathering dust for a year. Plainly, it is easier for scientists to invent an intricate device like the television tape recorder than for legislators to pass a simple law.

Last week, while the Soviet B and K team was in England romancing the British, shortwave reception improved perceptably behind the Iron Curtain. With masterful understatement, the British Embassy in Moscow reported a "noticeable reduction in interference," ascribing this to "improved atmospherics or inefficient jamming." This is proof sufficient that the Soviet jammers are turned on and off to suit the Soviet's convenience. The Soviet is signatory to the International Telecommunications Treaty of 1947, which forbids jamming. Isn't this the time to call the Russian bluff by invoking whatever sanctions may be available or by expulsion?

Renewals & License Tenures

NOW that the FCC has agreed unanimously that the license renewal form (303) should be amended to make it less onerous and more realistic, it is to be hoped that no time will be lost in implementing this highly significant action. Broadcasters who were fortunate enough to sit in on the FCC forum at the NARTB convention in Chicago April 17 will recall that all seven members of the Commission were of one mind on revision of programming categories and of commercial limitations which haven't been changed since 1947.

The Committee on Radio & Television Broadcasting of the Advisory Council on Federal Reports, which functions under the auspices of the Bureau of the Budget, has a meeting scheduled for May 15. There will be consultation between this committee and the FCC thereafter. There should be no difficulties encountered in revising the forms since the views of both the broadcasters and, now, of the FCC are well defined.

Although the unusual was accomplished in the give-and-take of the regulators with the regulated at Chicago, we confess one regret. There should have been discussion of longer licenses. Under Section 307 of the Communications Act of 1934, broadcast licenses may be issued for a maximum of three years, but all other classes of licenses are for five years.

To extend broadcast licenses to five years requires Congressional action. But it is simple legislation, since the five-year tenure applicable to all other licenses could be extended to broadcast franchises. We feel with the heavy investments involved, that broadcast licenses should be issued for even longer tenures—perhaps 20 years or in perpetuity—since the FCC always has the right to start revocation proceedings for cause. But to prevail upon Congress to extend beyond the stipulated term would constitute a major legislative effort difficult to achieve so late in this session.

Drawn for BROADCASTING • TELECASTING by Duane McKenna
Idea submitted by Bill Barron, KHJ-TV Hollywood

"Buckle down, kid. This is your big break—the game's run over into Class A time!"

Network affiliation contracts now run for two years. If licenses were extended to five years, it would then be desirable to have affiliation contracts run concurrently. Broadcasters, notably in tv, need the stability of a five-year license tenure and affiliation contract to adequately finance and amortize their substantial investments.

Chicago: Postlude

GREATEST convention yet. More serious, sober thought. More got done. Best organized.

Those were the prevailing comments following the NARTB's 34th annual convention in Chicago a fortnight ago. We concur.

But there were some noses out of joint. There always are. Some of the radio *only* broadcasters felt there was too much tv on the agenda. Moreover, they objected to the Radio Advertising Bureau's session being the last event, following the television sessions.

Somebody had to be last. At the 1956 convention it was the RAB. Turnabout is fair play. At the 1957 convention it should be TvB as the finale.

Radio's Own Week

RADIO broadcasters, custodians of the most widely-dispersed mass medium, will have an opportunity to exploit their own wares and develop new friends during National Radio Week, May 13-19. This separate celebration of the aural medium fulfills a dream of several years, with television having its own week next September.

Four major business organizations are cooperating to make the American public aware of the week-long event. They are NARTB, Radio Advertising Bureau, National Appliance & Radio-Tv Dealers Assn. and Radio-Electronics-Tv Mfrs. Assn. These associations have provided stations, networks, manufacturers, distributors and dealers with promotional material.

Broadcasters were given a preview of the celebration at the NARTB convention and by this time have been supplied kits designed to spearhead their activity. Obviously they must set the pace in acquainting the public with basic radio facts—138 million sets in use, more daytime am-fm listening than before television, new models and special types of miniature sets.

But it seems to us that the radio manufacturers and their dealers will more directly benefit from the promotion than broadcasters. Without broadcasting, there would be no sets to sell. For that reason, we suggest the heavy use of paid radio advertising by those in the set business to reaffirm their faith in the medium.

Radio income is moving upward. The number of stations is increasing. Program service is improving. The greatest mass medium has a chance to stage the year's best promotional campaign.

This is the real stuff . . . Terrytoons!

Peg-Leg Pete, Cocky Cockroach, Forty Thieves and other famous Terrytoon characters are taking the Northwest's kid market by storm. These first-run cartoon features, snapped up by KSTP-TV the minute they became available to television, have already been established as a favorite among youngsters.

And to put these cartoons to work in this vital market of more than 600,000 TV homes, we also snapped up the top kid-show personality in the market—Daryl Laub. We call him *T. N. Tatters* and *Kaptain Kartoon*.

This is another example of the leadership that made KSTP-TV the Northwest's *first* television station, *first* with color and *first* with maximum power.

To sell your product in the rich Northwest, KSTP-TV is your *first* buy and your *best* buy. For further information contact your nearest Edward Petry office or a KSTP-TV representative today.

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